



Australia

The 1968 Ivor Novello Awards for outstanding contributions to British music were announced May 22nd at a Royal Garden Hotel luncheon given by the Music Publishers Association. The Most Performed Work Of The Year was "Congratulations" by **Bill Martin** and **Phil Coulter** and published by Keith Prowse-Peter Maurice Music which notched 356 broadcasts and 7,375 general performances. Second was "Delilah" by **Les Reed** and **Barry Mason** and published by Donna Music which scored 355 broadcasts and 7,216 general performances, and third was "The Ballad Of Bonnie And Clyde" by **Mitch Murray** and **Peter Callander** and published by Intune Music with 318 broadcasts and 4,000 general performances. The Highest Certified British Sales for an A Side for the period January 1st through December 31st 1968 was "Hey Jude" by **John Lennon** and **Paul McCartney**, published by Northern Songs and released by EMI, which totaled 697,934 sales. Second in this category was the **Reed-Mason** "Delilah" with 550,000 sales on Decca, and third was "Lily The Pink" written and sung by **The Scaffold** on EMI.

The award for outstanding services to British music went posthumously to the late **Andrew Gold**, BBC assistant head of light music. The citation revealed that light music achieved a 48% share of all music broadcast during his office, and 57 new works sponsored by the BBC were performed more than five times each. Gold was also prominent in organising the annual Festival of British Light Music at the Royal Festival Hall. Awards went to "Build Me Up Buttercup" by **The Foundations** as the best Dance-Beat disk of the year; **Clive Westlake's** "I Close My Eyes And Count To Ten" recorded by **Dusty Springfield** as the best Romantic Ballad; "I'm The Urban Spaceman" by **The Bonzo Dog Doo-Dah Band** as the best Novelty disk, and "Delilah" by **Tom Jones** as the best International success of the year. Certificates of Honor were awarded to "Massachusetts" by **The Bee Gees**, "Abergavenny" by **Marty Wilde** and "The Fool On The Hill" by **John Lennon** and **Paul McCartney**. A light music award went to **Peter Hope** for his "Ring Of Kerry" suite, with **Ron Goodwin's** "633 Squadron" as runner-up. These two prizes were decided by a jury co-opted from the Light Music Society. The jury for the other Novello Awards consisted of **Donald McLean** of BBC radio, TV personality and producer **Muriel Young**, **Bob Kingston** of Southern Music, disk jockey **Jimmy Savile**, **John Burgess** of the AIR London independent production enterprise, and **Nigel Hunter** of the Cash Box London staff. The event was organised by the Songwriters' Guild of Great Britain, and chaired by Guild executive member **Brian Willey**, who also produced the BBC radio program at which the awards were presented.

Two more London stage musicals have expensively bitten the dust. They are "Belle Starr" which had **Bette Grable** in the name part, and "Ann Veronica" based on an H. G. Wells story. "Belle Starr" is estimated to have lost £140,000 and "Ann Veronica" £60,000. These two failures make a total of six West End casualties this year. The others were "Two Cities," which dropped £130,000, "Mr. And Mrs.," which lost £65,000, and "The Young Visitors" and "Your Own Thing." A spokesman for the "Belle Starr" production said that the show needed a weekly take of between £6,000 and £7,000 to break even over the crucial early weeks, and just failed to make the target. The London critical equivalents of the butchers of Broadway are largely blamed for the failures, plus an alleged decrease in public interest in stage musicals. This latter theory is disproved by the solid success of "Fiddler On The Roof," "Mame" with **Ginger Rogers**, which is breaking Drury Lane box office records, "Charlie Girl" and "Canterbury Tales."

News Enterprises managing director **Vic Lewis** has announced the taking over of the Brian Morrison Agency. The deal brings beneath the Nems banner exclusive agency representation of **The Pink Floyd**, **Tyrannosaurus Rex**, **The Pretty Things**, **Fairport Convention**, **The Incredible String Band**, **Aynsley Dunbar's Retaliation**, **Eire Apparent**, **Indo Jazz Fusions**, **Soft Machine**, and **Herbie Goins** and **The Nitetimers**. In addition, Nems will assume exclusive booking representation for a number of London and provincial venues such as the **Speakeasy**, **Revolution**, and **Blaises**. Morrison will continue to operate his personal management and record production and music publishing companies from his Bruton Place offices, but **Tony Howard** and **Peter Bowyer** of his Agency staff will join the Nems booking division staff. **Vic Lewis** said: "I regard this as a major move which will expand still further Nems' comprehensive agency activity, confirming our organisation as one of the most powerful in its field on this side of the Atlantic."

Radio Luxembourg will host a mid-summer festival in Carnaby Street July 12th in conjunction with boutique tailor **John Stephen**. Luxembourg's listener club, the 208 People, are being invited to name the best-dressed British pop star, and the winner will receive his trophy at the festival. Luxembourg disk jockey **Tony Prince** will arrive with the winners of a recent RL competition in a horse-drawn cart, and pop stars will make personal appearances at 30-minute intervals. Permission is being sought to close Carnaby Street to traffic to facilitate open-air dancing.

American country stars **Willie Nelson**, **Nat Stuckey**, **Johnny Darrell** and **Wes Buchanan** are expected to join local country talent to celebrate the first birthday of the country magazine "Opry" at three parties in Manchester, Birmingham and London this week. In the current edition of the publication promoter **Mervyn Conn** thanks fans for their support at the country music festival at Empire Pool, Wembley, last Easter, and expresses the hope of making it a two-day event in 1970.

Tragedy struck RCA's country group called **The Jonny Young Four** May 14th when they were involved in a five car pile-up near Gravesend in Kent. Bass guitarist **Bob Gibbs** was killed, and **Jonny Young** hospitalized with head and rib injuries. The group's first RCA single "Dreaming Country" was released three days after the accident, in which comedian **Charlie Chester** traveling home from a Pye recording session was also injured.

Songwriters **Barry Mann** and **Cynthia Weil** were guests of honor at a Screen Gems reception in the Savoy Hotel's River Room May 14th. The twosome are contemplating forming a company specialising in movie songs following their successful partnership with **Joe Gorgoni** for "Angel Angel Down We Go" which stars **Jennifer Jones**, **Roddy McDowell** and **Jordan Christopher**, and contains six Mann-Weil songs.

Spearheading a British European Airways TV campaign is **Quincy Jones'** "Number One Theme" which stimulated public enquiries to the extent that the piece, played by the John Shakespeare Orchestra, has been released on Decca. The wrinkle of the promotion is that BEA claims to be Europe's No. 1 airline.

A petition signed by 30,000 listeners has persuaded the BBC to bring back the organ to its radio airwaves. A series of 30-minute broadcasts called "The Organist Entertains" will begin June 11th on Radio 2. Twenty years ago there were 2,000 organ programs each year, but the advent of Radio 1 and 2 caused their demise until the arrival of the petition organised by **James Ward Stuchlik**, a Worthing architect.



Australia

As we predicted a while back, the brand-new (CBS) **Bob Dylan** "Nashville Skyline" has taken-off like a rocket in the sales department for Australian Record Company Limited. The album has received all kinds of rave reviews, and the general press space devoted to Dylan of late has been quite substantial. The way it looks at the moment, "Nashville Skyline" could become one of the most important albums in the entire CBS catalogue around these parts.

American comedian **Shelley Berman**, who has already made several successful personal appearance trips to Australia, returns to this country at the end of May for shows at the Chevron Hotel in Sydney, followed by others in Melbourne and Canberra. He is being promoted by the Harry M. Miller organisation.

Edwin H. Morris have issued the sheet music on the title song from the **Jerry Herman** Broadway musical, "Dear World". This song is the new single for local husband and wife team, **Anne & Johnny Hawker**.

New Zealand-born **Ray Columbus** is back on the recording scene again after a long absence. He is being released on the Polydor International label through the Phonogram operation in Australia. Latest release is "Happy In A Sad Kind Of Way" c/w "Hold Me".

EMI is making an all-out promotion effort on behalf of their new single on the Columbia label with a local outfit known as **Doug Parkinson in Focus**. The big push side is **The Beatles'** song, "Dear Prudence" and the underhalf is "This Must Be The End." **Ray Havin** and **Cliff Baxter** from EMI hosted a launching party in Melbourne which was well attended by the trade.

Paul Hamlyn's Music For Pleasure label continues making headway in

sales with their rack-selling range of albums retailing at (Aust) \$1.99. Their latest catalogue shows that in the eight months that MFP has been operating in Australia they have sold 1 1/2 million albums... this is about one-fourth of all albums sold in that time. Presently, the range carries 63 popular albums, and 23 classical sets.

Seems we have erred on a publishing credit in our best-seller list over the past couple of weeks. The big hit "Where Do You Go To My Lovely" published in Australia by Tu-Con Music Pty. Ltd., one of the associate companies of the Leeds office.

A whole raft of new sheet copies have appeared from the Castle/Belinc publishing group, including "You've Made Me So Very Happy" (**Bloo-Sweat & Tears**), "Relax Me" (**TI Groove**), "Monsieur Dupont" (**Sand Shaw**), "I Heard It Through The Grapevine" (**Marvin Gaye**), "Build Me Up Buttercup" (**The Foundations**), "My World Is Empty Without You" (**Jose Feliciano**), "Mercy" (**Ohio Express**) and the theme song from the Australian television series "Skipto" as recorded by its composer, **Er Jupp**. This sheet is issued with a four color title cover.

New address for Astor Records head-office in Australia is Astor Electronics Pty. Ltd., Astor Centre, 1090 1140 Centre Road, Clayton, Victoria 3168, Australia. New phone number 544-2444.

RCA has completed the change their corporate operating name Australia. As of now, all divisions the company are bracketed together in this country as RCA Limited. This is in keeping with giving the company the same identity around the world.

Missing persons: **Will Roger Savary** ace recording engineer now on a world tour and probably in London, please write to **Bill Armstrong**.

Australia's Best Sellers

This Last Weeks
Week Week On Chart

1	2	8	*The Real Thing (Russell Morris—Columbia) E.H. Morris.
2	4	3	Goodbye (Mary Hopkin—Apple) Northern Songs.
3	5	3	Galveston (Glen Campbell—Capitol) Cromwell Music.
4	1	8	Where Do You Go To (Peter Sarstedt—U/A) Tu-Con Music.
5	3	3	Aquarius (Fifth Dimension—Liberty) Leeds Music.
6	—	1	Get Back (The Beatles—Apple) Northern Songs.
7	7	3	Sorry Suzanne (The Hollies—Parlophone).
8	10	11	Ob La Di, Ob La Da (The Beatles—Apple) Northern Songs.
9	6	8	Games People Play (Allison Durbin/Col. J. South/Columbia) Woomera Music.
10	9	9	Dizzy (Tommy Roe—Stateside) Woomera Music.

Asterisk indicates locally produced record.

Newcomer **Mark Jason** has made his Philips International bow with a **Ken Howard-Alan Blaikley** composition "Love Is The Name Of The Game" produced by **Harold Geller** and published by **Lynn Music**. In Tel Aviv Geller's son **Lawrence** has scored two hits in three months of his publishing operation there with "Don Juan" by **Dave Dee, Dozy, Beaky, Mick and Tich** and "Our Love's A Growing Thing" by **The Lions Of Judah**.

Bob and Earl's current charter "Harlem Shuffle" on Island is to be followed by their "Dancin' Everywhere" on the B&C label, which is introducing a new budget line retailing at 14 shillings and sixpence. **Clyde McPhatter** has signed a long-term pact with B&C, and his first single will be "The Old Iron Bell."

For his upcoming 10-shot London Weekend TV series, **Joe Brown** will use "Sweet Music" as the program theme. The song, which is Brown's next MCA single, was written by **Johnny Arthey** and **Jimmy Duncan**, and is published by Duncan's Sunshine Music. Sunshine also has had six copyrights recorded by CBS artist **Gordon Haskell** for a single and LP release.

Paul Jones flew to Sweden May 29th to start a tour of that country's folk parks. Before his departure he completed a season in "Conduct Unbe-

coming" at the Theater Royal, Brisbane, and tele-recorded a "Romeo and Juliet" skit with **Julie Felix** for a BBC 1 TV series.

Quickies: Philips general sales manager **Walter Woyda** to visit New York on business June 1st through 15th... **Peter and Gordon** reunited for a single called "I Can Remember" Yorkshire and England cricketer **Freddie Trueman** makes his UK debut on Nems June 4th with a single along single... Polydor has released **Nina Simone's** first big hit "I Loves You, Porgy"... an elephant attended Decca reception for "I Can Remember" by **Billie Davis**... American guitarist **John Fahey** complete campus and concert dates here.

Cliff Richard's new single "Big Sil" is a **Raymond Froggatt** composition... new single from **Los Paragons** is "Vivo Cantando," Spain's European vision winner this year... MCA lived **Buddy Holly's** "It Don't Matter Any More"... **Roy Gues** Nems Enterprises producing all-pop festival at the Royal Albert June 29th through July 5th... **Fyodor's** new **Ella Fitzgerald** singles couples "Sunshine Of Your Love" "Hey Jude"... **The Idle Race** star in German TV's "Beat C" show and three Frankfurt clubs... 25th and 26th... **Limbridge Productions** has signed "Hair" star **V. Edward** for CBS disk release.



Arne Bendiksen Opens Tape Dept.; Gets Norway's 1st 8-Track Studio

SLO — Arne Bendiksen A/S has opened its own tape manufacturing plant, headed by Ole Sorli. At the moment, the company is making a market research to get an idea of the planned production of eight-track cartridges and cassettes. Arne Bendiksen S has placed an order of 2000 eight-track cartridges weekly from Metro and Group, and Arne Bendiksen is now visiting London to get the whole thing started.

Monmouth-Evergreen Foreign Rep Deals

NEW YORK — Monmouth-Evergreen, a New York based indie LP label, has announced two major agreements aimed at strengthening its distribution in foreign markets. Effective immediately, Monmouth-Evergreen product will be distributed exclusively in Mexico by Orbi-Vox. Details of the initial release are still in planning stage, but will include M's newest release "The Music of Maxine Sullivan" and "Bob Crosby and the Rainbow Grill", as well as others in its Collectors' Series. Tempo Record Sales in Australia will initially release 12 Collectors' Series LP's, featuring the 3-Volume set "Singing Berlin: All By Myself"; "Jenny Kern: All The Things You Are"; and the Carmichael package. Extensive joint promotions are being formulated to coincide with the June 1st release date.

The Carmichael LP — out three weeks — is already the label's strongest-selling LP and, according to sales manager Pat Sabatino, is receiving heavy air play and sales in major markets. A second Maxine Sullivan-Crosby LP is being planned for next summer. The label's other foreign representatives include Musimart, Canada and World Record Club in the United Kingdom.

Utley To Euro For Steppenwolf, Dog

HOLLYWOOD — Bill Utley, president of Reb Foster Associates, has embarked with the tours of Steppenwolf and Three Dog Night. This marks the first time the Dog Night's first European tour.

Steppenwolf is set for television appearances in Belgium, Amsterdam and Paris, as well as concert performances in Stockholm, Arhus and Copenhagen. While in Copenhagen, Utley will hold meetings with executives of Bendix Music to formulate plans for a four-year engagement in the Scandinavian countries for Three Dog Night. In London, Utley will hold meetings with representatives of the Harold Dawson Agency, the BBC, members of European press and EMI. In connection with EMI, he has arranged ties for both groups at Hatchett's, one of the city's posh restaurant-discotheques. Three Dog Night will hold a London press conference on June 2.

Poncher On Euro Swing

HOLLYWOOD — Leonard Poncher, who heads International Management, in conjunction with William Loeb, is on a four-week European swing of four countries, to set up foreign distributors for the company's recording division. IMC is presently in independent production for several majors, but according to Poncher and Loeb, plans to set up its own label distribution. While in Europe, covering London, Paris and Berlin, Poncher will set publishing reps for IMC's five companies. He returns to IMC's Hollywood headquarters June 1.

In the meantime, Arne Bendiksen A/S is building Norway's first eight-track studio, an investment of around \$100,000. Chief technicians Jan Erik Kongshaug and Nils Kvam will be responsible for the recordings, for which equipment has been ordered from Lyrec in Denmark. The new studio is expected to start its activity in June. Bendiksen reports a great interest in his new investment and counts upon not only a local production but also orders from the other Scandinavian countries.

To cover the new activity, the music publishing dept. of Arne Bendiksen A/S is also expanding.

On Global Basis: Screen Gems-Columbia Music To Rep Richard Harris Pub. Company

LONDON — Screen Gems-Columbia Music Ltd. and movie star and singer Richard Harris have signed a pact whereby Screen Gems will represent Harris's Limbridge Music on a worldwide basis.

Limbridge Music publishes all music composed for the star's movie venture Limbridge Productions, whose board of directors comprises Harris, his brother Dermot and John McMichael.

Initial music involved in the deal includes Jim Webb's score for a full-length color movie on the life of Welsh poet Dylan Thomas with Richard Harris in the title role, and Webb's cleffing for a new screen version of "Hamlet" and a 1970 production entitled "Stranger In Town" which will star Harris with Robert Mitchum.

Other Limbridge music to be handled by Screen Gems are the Johnny Hawksworth scores for a series of 26 half-hour color TV shows being made by Limbridge Productions with Roderrick Mann for screening in Britain and the States, a forthcoming West End musical with music by Ceredig Davies, the same composer's writing for a forthcoming album and single by Stanley Baker which Limbridge has leased to MGM, and a souvenir LP of the investiture of the Prince of Wales at Caernarvon Castle with music by Eric Wetherill for MGM release July 1st.

Screen Gems-Columbia general manager Terry Oates said: "This venture represents a tremendous scoop for Screen Gems. The potential involved here is enormous and gives us global interest in theater and screen music created for Richard Harris's many Limbridge Productions projects."

Amos Disk, Pub Deal Via London

NEW YORK — Amos Productions, headed by producer Jimmy Bowen, has just completed arrangements for overseas record distribution with London Records as well as for sub-publishing of his music catalogs by the Burlington-Palace International group of companies, according to Mimi Trepel, director of foreign operations at London Records.

Under separate negotiations with Alice Koury, assistant manager of London Records of Canada, this firm has required the Amos catalogs for the Dominion of Canada.

The agreements signed in New York last week by Bowen, London and Burlington encompass the Amos Record

labels and the Fish Music (ASCAP) and Open Air Music (BMI) copyrights.

Amos' first release was the Bing Crosby LP, "Hey Jude." Other Amos groups creating current excitement are the Evergreen Blueshoes and the Great Awakening. Latest promising single from Amos Productions, "Tears On My Pillow," is by Johnny Tillotson, just signed to the label.

Bowen, who enjoyed a number of hits as an artist during an earlier phase of his career, has achieved recognition as producer of artists such as Dean Martin, Sammy Davis, Frankie Laine, Glen Yarborough and the Frankie Edition.

Rama, Remember Thru Philips

LOS ANGELES — Rama Rama and Remember Records have entered into distribution deals with Phillips International for foreign distribution and GRT for exclusive world wide tape distribution.

"We feel," president Hy Mizrahi stated, "that with these two deals we have fully solidified our distribution picture. Every company, regardless of size, has to be aware of the overseas market in today's record industry. Likewise, every record company must look toward tape as an increasingly important factor in its total revenue."

The Phillips and GRT deals have been signed just previous to the issuance of six new albums for the labels

in early June. Slated for release at that time are albums by Vince Edwards, Jimmy Mason, Adam Wade, Jon Rogers, The Invictas and a second album by Year 2000.

Scott To London

NEW YORK — Bobby Scott, an avid student of Irish folk music, will leave for London within the next couple of weeks to record an album of Irish folk music and poetry. He is set to sing and write the arrangements for the album. While in England he will make some TV appearances including one on the BBC.

Xmas In May For Ster Carol Release

JOHANNESBURG — It's Christmas in May for Ster Records. The company's president, Harold Judin, reports that its LP by Heintje, containing 12 European Christmas carols sung in German, and a single extract from the LP is among South Africa's best-sellers. The set, Judin notes, reached a sales peak in Feb., but sales continued past the Easter holiday to the present. The set was obtained from the catalog of CNR Records of Holland.

Tobias Places Songs On Visit To England

LONDON — Henry Tobias has just spent three weeks in Britain placing his songs with various British publishers, the main bulk being taken by Campbell Connelly group. Tobias is no stranger to Britain having scored here with songs like "May I Have the Next Dream with You" by Malcolm Roberts on Major Minor and "If I Knew Then" by Val Doonican on Decca. New ones in the can include "Just Another Sweetheart" by Les Dawson on Chapter One and "Moonlight Brings Memories" by Clinton Ford on Pye.

Doors At 1st Rock Gig At Monumental

HOLLYWOOD — For the first time in its history, Mexico City's Plaza Monumental will house a rock show when Elektra Records artists The Doors appear there in concert on Saturday, May 31 at 4 pm. One of Mexico City's major landmarks, the Plaza is the largest bull ring in the world. A capacity crowd of 48,000 is expected and seats will be scaled from \$.40 to \$1.00 (American).



A ROYAL RECEPTION was accorded composer/conductor Pierre Boulez last month (30) by CBS Records and the London Symphony Orchestra at the Royal Festival Hall, to launch a group of five concerts entitled "The Crossroads of 20th Century Music — An Historic Series of Concerts," which is devoted to the Second Viennese School and Mahler. Pictured above at the gathering are (l. to r.): Paul Myess, classical A&R manager of CBS; Quita Chavez, classical promotion manager for CBS; Ken Glancy, CBS managing director; Pierre Boulez; and Ernest Fleischman, European director of CBS Masterworks.



CashBox Canada

Petula Clark into the O'Keefe Centre for one week (19) with what's shaping up to be another sold out engagement for the Warner Bros/7 Arts recording star. **Clyde McGregor**, national sales manager for Warners, in town for press reception and to assist in hosting the first nighters after the theatre party arranged by branch manager **Gordon Edwards** and his promo man **Glenn Russell**. McGregor's touting of the "Do Your Thing" by the **Watts 103rd Street Rhythm Band** paying off. The **Reprise** group have been skedded for a date at Toronto's Electric Circus the latter part of June.

The **Guess Who**, now into the top five of Cash Box Top 100 with "These Eyes" and making excellent inroads on the CB Top 100 Albums with "Wheatfield Soul", is presently on tour in the U. S. They were seen on the American Bandstand (24) and will be presented to the press in New York City (29) with a play date the following day (30) at New York's Coliseum sharing the billing with **Jay & The Americans**. After a swing through upper New York and Illinois they return to New York's Madison Square for two June dates (13-14), and return to Canada for a June 27 appearance at Waterloo's Glen Briar Arena. Their manager **Don Hunter** also busy with Burlington Ont. group **Lyme**, who are skedded to release on Dominion (Canadian Music Sales). The single, "Morning Dew" was produced by Guess Who's **Randy Bachman**.

Al Mair general manager of the newly formed Early Morning Productions firm advises that **Gordon Lightfoot** has taped a **Johnny Cash** show which will be seen in Canada on the CTV network June 8 and on the ABC network June 14. Lightfoot will perform "Early Morning Rain," "For Lovin' Me" and "Steel Rail Blues" all from his million selling "Lightfoot" LP on United Artists. Other Canadians skedded for the Cash show include Canada's top country emcee, comic and singer **Gordie Tapp**, who hosts his own country show at CHCH-TV Hamilton and **Don Herron**. Lightfoot will be appearing at London's Royal Festival Hall the latter part of June. United Artists have issued his "Bittergreen" single in the UK.

Manager **Richard Lafferty** of Toronto's Electric Circus moving to expand the operation to encompass the

multi-media entertainment field. This will include Industrial and Trade Shows, Graphics Shows Ballet and Little Theatre. Finishing touches are being put on the third floor which will provide more environmental rooms. Good mixture of top Canadian and foreign groups helping local group scene. Lafferty even pulling Canadian groups from far afield. This last week saw **Mother Tucker's Yellow Duck** pulling a good crowd for this Vancouver based group who record for Duck Records (distributed by London). Also coming up **Rhinoceros**, **Foundations** and **Watts 103rd Street Rhythm Band**.

Canadian Music Sales busy with new releases on their Dominion label. The **Rey Dahlen Jr** lid of "Words" produced by **Jury Krytiuk** showing national promise. Other releases include **Larry McKee's** "Come Back Home To Erin," "Katie Daly" by **Dermot O'Brien** and "Reel A Josephine" by **Yves Dinelle**.

Vancouver's **Collectors** receiving top Vancouver exposure from CKLG with their "Early Morning" cut from their Warner Bros/New Syndrome LP "Grass And Wild Strawberries" which has prompted the label to release as their first single in over a year. **Hank Zevallos**, spokesman for the firm, advises that, by mutual agreement, **Howie Vickers** has left the Collectors. However, the group are fulfilling many local dates with **Vickers** including their final appearance as a quintet which was taped at Channel 2 for showing on the "Spring 13" show by producer **Gene Lawrence**.

New Syndrom Records has purchased the Studio 3 board of Western Recorders, Hollywood and will be using it in their Vancouver location expected to begin operation in early summer. The new studios will be known as New Syndrom Studio 3 and will be designed by **Howard Tremaine**, author of "The Encyclopedia of Electronics," who has designed studios and equipment throughout the U. S. for major firms.

Quebec's **Les Classels**, under the direction of **Ben Kaye**, has again walked off with top honours at the Festival Du Disque, held recently at Montreal's Place Des Arts. Their entry "Les Trois Cloches" (The Three Bells) chalked up sales in excess of 88,000 which was sufficient to merit the special trophy attributed to sales.

Great Britain's Top Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	1	4	*Get Back - Beatles - Apple - Northern	
2	7	3	*My Sentimental Friend - Herman's Hermits - Columbia - Monique	
3	3	5	*Come Back & Shake Me - Clodagh Rodgers - RCA - April	
4	2	6	*Goodbye - Mary Hopkin - Apple - Northern Songs	
5	6	4	My Way - Frank Sinatra - Reprise - Shapiro/Bernstein	
6	12	3	Behind A Painted Smile - Isley Brothers - Tamla Motown - Jobete/Carlin	
7	10	3	*Man Of The World - Fleetwood Mac - Immediate - Fleetwood	
8	4	7	*Pinball Wizard - The Who - Track - Fabulous	
9	14	3	Boxers - Simon & Garfunkel - CBS - Pattern	
10	5	9	*Israelites - Desmond Dekker - Pyramid - Sparta	
11	16	2	Dizzy - Tommy Roe - Stateside - BMI	
12	11	4	Road Runner - Jnr. Walker & the All Stars - Tamla Motown - Jobete/Carlin	
13	9	4	Cupid - Johnny Nash - Major Minor - Kags	
14	8	6	Harlem Shuffle - Bob & Earle - Island - Marc Jean Music	
15	13	12	Gentle On My Mind - Dean Martin - Reprise - Acuff-Rose	
16	-	1	*Ragamuffin Man - Manfred Mann - Fontana - Intune	
17	15	11	Windmills Of Your Mind - Noel Harrison - Reprise - United Artists	
18	19	4	Passing Strangers - Sarah Vaughan & Billy Eckstine - Mercury - Francis Day & Hunter	
19	-	1	Aquarius/Let The Sunshine In - Fifth Dimension - Liberty - United Artists	
20	20	2	I'm Living In Shame - Diana Ross & Supremes - Tamla Motown - Jobete/Carlin	



CashBox Argentina

Melodic chanter **Roberto Yanes** Music Hall will travel next month to Puerto Rico for a series of appearances on TV and p.a.'s. **Yanes** will also probably jet to the Dominican Republic and then to Brazil for performances in Sao Paulo and the interior of the country. The latest single on MH is "La Pretendida" and "Quisiera que me Quieras," both recorded with mariachi-styled background.

Chilean chanter **Antonio Prieto** is establishing himself once more in Argentina. **Prieto** exceeded one of the best programs in the history of TV in this country in 1962, and afterwards flew to Europe and traveled through the Americas. Now, he has decided to accept the renewed offers he has been receiving and will return to TV in about three months as well as producing records.

He is responsible for one of the biggest hits in the history of Argentine record business "La Novia" in 1961 sold nearly 300,000 copies, a fantastic figure for this country.

The CBS Press Office infos about some aspects of the country wide tour being undertaken by folk singer **Jorge Cafrune**. **Cafrune** is visiting even the smallest villages of some of the provinces. He is working with a tent seating 2,000 and will present several new artists in his show. During this year and 1970 he will cover the Province of Buenos Aires and part of the South of the country. He estimated before starting his giant tour about two years ago that it would take five years.

Rodriguez Luque of Disc Jockey infos that **Rosamel Araya** is recording a new LP, this time with Peruvian waltzes and boleros. His new single is titled "Yo Llevo Luto Por Ti" and "Deseo," and he is also appearing weekly on TV9's highly rated "Special" program. The diskery is also working on beat music group **Pintura Fresca** whose first EP is being released now with an LP due soon.

EMI Suppliers is releasing a new single by **Roberto Vicario** as well as another recorded by **Shango** and a new version of "The Scarborough Fair," this time by **Sergio Mendes and Brasil '66**. There are also singles by the **Box Tops**, the **Sandpipers** and an LP by **Paul Nero**, with soul music. The diskery is promoting the **Fifth Dimension** waxing of "Aquarius" and hopes to turn it into a strong seller in this market.

Ulises Granito of RCA infos about the top selling singles at RCA during the past weeks. The lists are headed by single "El Extrano de Pelo Largo"

by **La Joven Guardia** and LP "Mis Conjuntos preferidos" which coincidentally have been topping the CB Top Twenty for Argentina during the past fortnight. **Follogara**, and LP's "Los Iracundos" and "El Sentir" by **Jose Larralde**. RCA is currently promoting the records by Italian songstress **Nada** who will visit Argentina soon, contracted by impresario **Raul D'Onofrio** for appearances on Channel 13.

Mauricio Brenner of Fermata info about the release of a new LP under the PDU series cut by Italian chantes **Mina** and tagged "Canzonissima." There is also a new recording, this time in Spanish, of "Lejos de Los Ojos," the current chart item by **Sergio Endrigo**. Under the local recording plans, Fermata has recorded a spoken EP by **Heros Giusti** with Italian poems. On the publishing side Fermata expects very much from the new **Lito Nebbia** single, "Yo Te Da Una Mano, Hermano."

More from Music Hall: there are new singles by folk group **Los Cordoba** with titles "Granito de Sal" and "El Ingles," one more by **Davi Garrick** and the first one by beat group **Los Bichos**. In the LP field, there is an album by **Michel Fugain** and a classical music LP by Spanish artist **Ernesto Bitetti** with works by **Weiss** and **Bach**.

Trova is working on the promotion of the recent single by the **Cuarteto Voces Zupay** carrying two tunes belonging to the MPA music movement. Title are "El Mundo de los Dos" (penned by **Piazzolla** and **Gomez**) and "Salv Maria," written by **Eladia Blazquez**. The group appeared recently at the Payro Theater and will star a series of performances at the Regina next month.

Microfon is working on the promotion of **Adriano Morey**, a new singer with good sales potential not only to the local but also for other Latin American markets. The diskery is also releasing a new LP by **Atilio Stampone** "Danzarin" and preparing the output of the LP by **Virginia Luque**. The budget-priced Asi series is being extended by five new releases, and sales have surpassed all prediction according to **Mario Kaminsky**, Microfon's topper.

Odeon has released an album with the soundtrack of the recent **Beatle** film "Yellow Submarine" which has been shown successfully in Buenos Aires and is still being run in "art theaters. The diskery has also the new single by the group ("Get Back") and expects it will sell strongly.

France's Best Sellers

This Week	Title	Label
1	Oh Lady Mary (David Alexander Winter) Riviera-CED; Barclay	
2	Casatchok (Rika Zarai) Philips; Bleu, Blanc, Rouge	
3	I Get Back (The Beatles) Apple; Northern-Tournier	
4	L'Orage (Gigliola Cinquetti) Festival; Sugar Music	
5	Oh! Happy Day (Edwin Hawkins Singers) Barclay; United Artists	
6	Siroq Typhon (Richard Anthony) Pathe-Tacoun; NFC Music	
7	Le Petit Pain Au Chocolat (Joe Dassin) CBS; Sugar Music	
8	Le Metequ (Georges Moustaki) Polydor; Continental	
9	Proud Mary (Creedence Clearwater) Musidisc	
10	Casatchok (Dimitri Dourakine) Philips; Blue Blanc Rouge	
11	A Demain Sur La Lune (Adamo) Voix de son Maitre; AA Music	
12	I Want To Live (Aphrodites Child) Philips	
13	Zoom Zoom (Dalida) Barclay; Francis Day	
14	L'Arlequin (Sheila Carrere) Plante-Carrere	
15	La Premiere Etoile (Mireille Mathieu) Barclay; Banco	

Great Britain's Top Ten LP's

Rank	LP Title	Label
1	On The Threshold Of A Dream - Moody Blues - Deram	
2	Nashville Skyline - Bob Dylan - CBS	
3	Best Of The Seekers - Columbia	
4	Elvis Presley - RCA	
5	Hair - London Cast - Polydor	
6	Songs From A Room - Leonard Cohen - CBS	
7	Goodbye - The Cream - Polydor	
8	Led Zeppelin - Atlantic	
9	Oliver - Soundtrack - RCA	
10	Sound Of Music - Soundtrack - RCA	



Scandinavia

Finland

Local releases from Scandia Musi-
kki Oy include **Tapani Kansa** at Sonet
with "Ringo" and "Wer wird denn am
Sonntag weinen" in Finnish. At Scandia
Danny has recorded "If I Promise"
and "Un aquilone" in Finnish. **Kirka**
has "It's alright" and "Put
Your Hand On My Shoulder" in Finnish
and **Johnny** has the Swedish tune
"Judy, min vän" and the Norwegian
"Oj, oj, oj" in Finnish. Releases also
includes two stereo LP albums on the
Scandia label.

Norway

CBS just released the LP album "Ju-
mer vi ar tillsammans" (The More We
Are Together) with **Sonja Stjernquist**,
Jars Lonndahl, **Ake Gronberg** and **Eric**
Justafsson. It is a selection of tunes
introduced in show biz here by **Ernst**
Rolf (1891-1932), an artist introducing
the Ziegfeld type of giant shows in
Sweden. On a CBS single, **Anita Lind-**
blom has done "Tiny Bubbles" and
"And They Locked Up All Their
Guns."

Metronome Records continues its
strong promotion campaign for Elek-
tra, this week with "Spider" **John**
Koerner.

Karusell Grammofon AB has a new
single with **Thore Skogman** at Karu-
sell. Other releases include **Good Vi-**
brations at Polydor with "In The Bad
Old Days," **Richie Havens** at Verve
with "Indian Rope Man," **Barry Ryan**
at MGM with "The Colour Of My
Love" and **Ohio Express** at Kama-
Sutra with "Mercy."

Hollies, the British EMI group, is
now busy with their Swedish tour,

which will take them to 26 spots bet-
ween May 14th and 31st.

Sonet Grammofon AB, representing
Epic here, is planning to release nine
Epic LP albums, including among
others "Stand" with **Sly & Family**
Stones, **Staple Singers**, **Tammy Wy-**
nette, etc.

Sweden

Arne Bendiksen of Arne Bendiksen
A/S has just been in Berlin where he
has recorded two German singles with
Kirsti Sparboe for Teldec release in
Germany. German producer was **Ka-**
bitzky. Miss Sparboe is at the moment
doing very well on the charts with her
"Ein Student aus Uppsala," reported
to have sold more than 150,000. After
leaving Berlin, **Arne Bendiksen** went to
London for business talks with Pick-
wick, Warner Bros., April Music, CBS,
Ardmore & Beechwood, Pye, Bill Well-
ings and Metro Sound Group.

Anne-Mette has done "Boom Bang-
A-Bang" and the Swedish tune "Pippi
Langstrump", the former in Norwe-
gian, the latter in Swedish. She is re-
cording for the Triola label.

Releases from A/S Nor-Disc includes
"Born Again" with **Sam & Dave** and
"Mini-Skirt Minnie" with **Wilson Pick-**
ett on Atlantic, as well as a number of
singles at Metronome, Polydor, Decca,
London and Brunswick.

Last week's releases from Norsk Pho-
nogram A/S includes **Atlantic Ocean** at
CBS with "Your Sister Juliet," **Herd** at
Philips with "The Game" and a num-
ber of LP albums.



A REGAL RIVER ROOM RECEPTION was given Barry Mann (2nd from left) and Cynthia Weill (2nd from right) by Screen Gems-Columbia Music during that hit songwriting husband and wife team's first visit to London. Shown above with the composing duo in the River Room of the Savoy Hotel are (l.) Terry Oates, general manager of Screen Gems, and Jack Magraw, managing director of Screen Gems in the U.K. Barry Mann and Cynthia Weill are responsible for such hits as "You've Lost That Lovin' Feelin'," "We've Gotta Get Out Of This Place," and "Looking Through The Eyes Of Love." While in London they had film talks and generally surveyed the British music scene.

Italy's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Artist	Label
1	1	17	Eloise	Barry Ryan (Ricordi)	Aberbach
2	4	3	*Viso D'Angelo	I Camaleonti (CGD)	Suvini/Zerboni
3	2	7	Tutta Mia La Citta'	Equipe 84 (Ricordi)	Ricordi
4	3	10	*La Storia Di Serafino	Adriano Celentano (Clan)	Leonardi
5	10	4	Casatschock	Dori Ghezzi (Durium)	Durium
6	7	3	*Buonasera, Buonasera	Sylvie Vartan (RCA)	RCA
7	13	7	*Il Paradiso	Patty Pravo (RCA)	El&Chris/Fama
8	-	-	*Tutto Da Rifare	Caterina Caselli (CGD)	Sugar-music
9	-	-	*Pensando A Te	Al Bano (Emi Italiana)	Emi Italiana
10	5	10	Irresistibilmente	Sylvie Vartan (RCA)	RCA
11	8	17	Obladi-Oblada	The Beatles (Emi Italiana), I Ribelli (Ricordi)	Emi Italiana, Ricordi
12	-	2	Lettere D'Amore	The Renegades (Columbia)	Emi Italiana
13	6	15	*Ma Che Freddo Fa	Nada (RCA), The Rokes (RCA), Mina (PDU)	RCA
14	-	-	*Elizabeth	Maurizio (Saar)	Fonofilm/PDU
15	19	1	*Non Credere	Mina (PDU)	RCA
16	-	-	*Cuore Stanco	Nada (RCA)	RCA
17	-	7	I Started A Joke	The Bee Gees (Phonogram)	Phonogram
18	14	15	*Tu Sei Bella Come Sei	Mal & The Primitives (RCA), The Showmen (RCA)	RCA
19	15	1	*In Fondo Al Viale	I Gens (DET)	Edizioni Tank
20	-	1	Per Una Donna No	The Sorrows (Miura)	Miura

*Denotes Italian Original Copyright

Sao Paulo's Best Sellers

Top Singles

This Week	Last Week	Title	Artist	Label
1	1	I Started A Joke	Bee Gees	Polydor
2	2	Zingara	Fermata	Bobby Solo - Chantecler
3	3	Tudo Passara	Vitale	Nelson Ned - Copacabana
4	5	Sera?	Arlequim	Marcos Roberto - RGE
5	4	F... Comme Femme	Fontana	Gilbert - Beverly
6	7	Crimson and Clover	Fermata	Tommy James - RGE
7	6	Ob-La-Di-Ob-La-Da	Fermata	Beatles - Odeon
8	9	Stormy	(N.P.)	Classic Four - RCA
9	10	Ferias Na India	Embi	Nilton Cesar - RCA
10	12	Trens Barcos E Avioes	(Trains and Boats and Plains)	(N.P.) - Box Top - Odeon
11	11	Adeus Ingrata	Vitale	Claudio Fontana - Copacabana
12	15	Soulful Strut	(N.P.)	Young-Holt Unlimited - Decca
13	8	Nao Fico Mais Sem Teu Carinho	Antonio Marcos	RCA (published by Euterpe)
14	16	Zingara	Fermata	Cauby Peixoto - Fermata
15	19	Sunday Sun	Fontana	Neil Diamond - Philips

Top Doubles

This Week	Last Week	Title	Artist	Label
1	1	F... Comme Femme	Adamo	Odeon
2	2	E Meu E Meu E Meu	Roberto Carlos	CBS
3	3	California Dreamin	Johnny Rivers	RCA
4	4	Ciume De Voce	Roberto Carlos	CBS
5	5	The End	Earl Grant	Decca

Top LP's

This Week	Last Week	Title	Artist	Label
1	1	O Inimitavel	Roberto Carlos	CBS
2	2	O Sucesso E...	Aginaldo Timoteo	Odeon
3	3	Ob-La-Di-Ob-La-Da	Beatles	Odeon (Double Album)
4	7	Idea	Bee Gees	Philips
5	4	Realization	Johnny Rivers	RCA

Mexico's Best Sellers

This Week	Last Week	Title	Artist	Label
1	1	Eloisa (Eloise)	Barry Ryan	Dusa-MGM
2	3	*Te Deseo Amor (I wish you love)	Rondalla De Saltillo	Capitol
3	2	Hazme Una Flor (Build me up, Buttercup)	Foundations	Gamma
4	5	O Quiza Simplemente Le Regale Una Rosa	Leonardo Favio	CBS
5	-	*Genesis	Lucecita	RCA
6	4	Encadenado A Un Sentimiento (Hooked on a feeling)	B. J. Thomas	Orfeon
7	7	Acuario (Aquarius)	5th Dimension	Gamma
8	-	Get Back	The Beatles	Capitol
9	10	Las Mariposas (Le farfalle)	Andre Popp	Gamma
10	-	Ding Dong Din Dong, Estas Cosas Del Amor	Leonardo Favio	CBS

*Asterisk indicates locally produced record

Denmark's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	1	3	Get Back (Beatles/Apple-Parlophone)	Dacapo Musikforlag, Denmark
2	3	5	Goodbye (Mary Hopkin/Apple)	Dacapo Musikforlag, Denmark
3	2	6	Pigen og harbandet (Bjorn & Okay/Polydor)	Dacapo Musikforlag, Denmark
4	10	2	Perlemor (Pia/Oktav)	Oktav Musik, Denmark
5	8	2	Min student fra Uppsala (Ein Student aus Uppsala) (Anette/Triola)	Morks Musikforlag, Denmark
6	6	3	Rainbow Chaser (Nirvana/Island Records)	No publisher
7	4	7	Casatschock (Birthe Kjaer/CBS)	Dacapo Musikforlag, Denmark
8	—	1	Long Before I Was Born (Savage Rose/Polydor)	Dacapo Musikforlag, Denmark
9	5	6	Sorry Suzanne (Hollies/Parlophone)	
10	9	4	Boom Bang-A-Bang (Lulu/Columbia)	Chappell Nordiska AB, Sweden

Finland's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	1	2	Kuljen taas kotiin pain (Wenn die Kraniche Ziehn) (Tapani Kansa/Sonet)	Scandia-Musiikki Oy, Finland
2	7	2	*Kuin silloin ennen (Jarkko & Laura/Decca)	X-Savel Finland
3	9	2	Se paiva tulee kerran (The Way It Used To Be) (Fredri/Philips)	Oy Musiikki-Fazer-Musik Ab, Finland
4	—	1	Nathalie (Tapani Perttu/Sonet)	Scandia Musiikki Oy, Finland
5	5	3	Viimeiseen mieheen (Only One Woman) (Kirka/Scandia)	Scandia Musiikki Oy, Finland
6	—	1	Vain lunta kaikkialla (Tombe la neige) (Danny/Scandia)	Scandia Musiikki Oy, Finland
7	—	1	Kasatshok (Casatschock) (Juha "Watt" Vainio/Decca)	Oy Musiikki-Fazer-Musik Ab, Finland
8	—	1	Vapaapaiva (La Sopresa) (Kristian/RCA Victor)	Edition Coda, Finland
9	4	3	*Pienena tyttona (Stidit/Scandia)	Scandia Musiikki Oy, Finland
10	2	4	Kayn uudelleen eiliseen (Les bicyclettes de Belize) (Markku Aro/CBS)	Oy Musiikki-Fazer-Musik Ab, Finland

Norway's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	1	2	Get Back (Beatles/Apple-Parlophone)	Sonora Musikkforlag A/S, Norway
2	2	4	Goodbye (Mary Hopkin/Apple)	Sonora Musikkforlag A/S, Norway
3	3	5	Boom Bang-A-Bang (Lulu/Columbia)	Chappell Nordiska AB, Sweden
4	4	6	Judy, min van (Tommy Korberg/Sonet)	Arne Bendiksen A/S, Norway
5	6	6	Hej clown (Jan Malmsoj/CBS)	Sonora Musikkforlag A/S, Norway
6	5	8	Where Do You Go To (My Lovely) (Peter Sarstedt/United Artists)	Musikforlag AB, Sweden
7	8	6	Monsieur Dupont (Sandie Shaw/Pye)	Sweden Music AB, Sweden
8	—	1	Si hva du tenker min kjaere (Where Do You Go To) (My Lovely) (Inger Lise Andersen/RCA Victor)	United Artists Musikforlag AB, Sweden
9	9	9	*Oj, oj, oj, sa glad jeg skal bli (Kirsti Sparboe/Triola)	Arne Bendiksen A/S, Norway
10	—	1	The Israelites (Desmond Dekker/Polydor)	Sonora Musikkforlag A/S, Norway

Sweden's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	1	3	Get Back (Beatles/Apple-Parlophone)	Sonora Musikforlag AB, Sweden
2	2	6	Nana (Arne Lamberth/Polar)	Polar Music AB, Sweden
3	4	3	*Pippi Langstrump (Various artists/Philips LP)	
4	5	2	Goodbye (Mary Hopkin/Apple)	Sonora Musikforlag AB, Sweden
5	3	7	*Du skanker mening at mitt liv (Ola Hakansson/Gazell)	Amigo Musikproduktion AB, Sweden
6	6	4	Games People Play (Joe South/Capitol)	Sweden Music AB, Sweden
7	8	12	The Jungle Book (Soundtrack in Swedish/Disneyland LP)	
8	—	1	*Man ska leva for varandra (Trio me' Bumba/Columbia)	Edition Odeon, Sweden
9	7	5	Boom Bang-A-Bang (Lulu/Columbia)	Chappell Nordiska AB, Sweden
10	—	1	Nashville Skyline (Bob Dylan/CBS LP)	

*Local copyright

Argentina's Best Sellers

This Week	Last Week	Title	Label
1	1	*El Extranero De Pelo Largo (Relay)	Joven Guardia (RCA)
2	2	*Penumbas (Ansa)	Sandro (CBS)
3	3	La Lluvia Gigliola Cinquetti	(CBS)
4	5	Lejos De Los Ojos (Fermata)	Django (RCA); Sergio Endrigo (Fermata); Mary Hopkin (Apple)
5	9	*La Lluvia Termino (Relay)	Los Iracundos (RCA)
6	7	Ob La Di, Ob La Da (Fermata)	Beatles, Bedrocks (Odeon); Marmalade (CBS); Conexion Numero Cinco (RCA)
7	4	*Din Don (Melograf)	Leonardo Favio (CBS)
8	13	*Asi (Ansa)	Sandro (CBS)
9	8	Hace Frio Ya (Relay)	Nada (RCA); Iracundos (RCA)
10	—	*Otra Vez En La Via (Melograf)	Los Naufragos (CBS)
11	10	Todo Pasara (Odeon)	Matt Monro (Capitol)
12	14	*Vuelvo A Naufragar (Melograf)	Los Naufragos (CBS)
13	6	*Argentino Hasta La Muerte	Roberto Rimoldi Fraga (CBS)
14	11	Zingara (Fermata)	Nicola de Bari (RCA); Bobby Solo (CBS); Iva Zanicchi (Philips); Rosamel Araya (Disc Jockey); Aida-Nola (Fermata)
15	—	Disculpe (Fermata)	Hernan Figueroa Reyes (CBS); Julia Elena Davalos (Philips); Los Tempraneros (Fermata)
16	19	Vete Por Favor	Matt Monro (Capitol)
17	20	Crimson & Clover	Tommy James & Shondells (Music Hall)
18	20	Sweeter Than Sugar	Pintura Fresca (Disc Jockey)
19	12	*Ella Ya Me Olvido (Melograf)	Leonardo Favio (CBS)
20	17	Boton De Oro	The Foundations (Music Hall)
20	15	Vals De Verano (Odeon)	Adamo (Odeon)

*Local

This Week	Last Week	Title	Label
1	1	Mis Conjuntos Preferidos Selection	(RCA)
2	2	La Magia	Sandro (CBS)
3	3	El Sentir	Jose Larralde (RCA)
4	4	Alguien Canto	Matt Monro (Capitol)
5	7	Si Lo Sabe Cante	Roberto Galan (Music Hall)
6	6	Double Album	The Beatles (Odeon)
7	—	Los Iracundos	Los Iracundos (RCA)
8	5	Fuiste Mia Un Verano	Leonardo Favio (CBS)
9	9	Bienvenido 69 Selection	(RCA)
10	10	The Beat Of The Brass	Herb Alpert & Tijuana Brass (EMI)

Japan's Best Sellers

This Week	Last Week	Title	Label
1	1	Minato-Machi Blues	Shinichi Mori (Victor)
2	2	Kimi-Wa Kokoro-No Tsuma	Dakara, M. Tsuruoka & Tokyo R-mantica (Teichiku)
3	4	Nanairo-No Shiawase	Pinky & Killers (King)
4	3	Blue Light	Yokohama, Ayumi Ishida (Columbia)
5	7	Jingi	Saburo Kitajima (Crown)
6	8	Kyoto, Kobe, Ginza	Yukio Hashi (Victor)
7	6	Shiranakatta-No	Yukari Itoh (King)
8	5	Hatsukoi-No Hito	Tomoko Ogawa (Toshiba)
9	—	Nagasaki-Wa Kyoo-Mo Ame Datta	H. Uchiyamada & Cool Fi (Victor)
10	9	365-Ho No March	Kiyoko Suizanji (Crown)

ALBUM

This Week	Last Week	Title	Label
1	2	Sam Taylor/Blue Light	Yokohama, Sam Taylor (Grammophon)
2	1	Paul Mauriat Costom Deluxe	Paul Mauriat Grand Orch. (Philips)
3	4	Folk Crusaders Good-Bye Concert	Folk Crusaders (Capitol)
4	3	Fool On The Hill	Sergio Mendes & Brasil '66 (A&M)
5	—	Ryoko Moriyama/Idol-O Utau	Ryoko Moriyama (Philips)

INTERNATIONAL

This Week	Last Week	Title	Label
1	1	Yoake-No Skat	Saori Yuki (Express) Publisher/All Staff
2	2	Tokiniwa Haha-No Nai Ko-No Yooni	Maki Karumen (CBS Sony Publisher/April Music)
3	4	Utsukushiki Ai-No Okite	The Tigers (Polydor) Publisher/Watanabe
4	3	Kaze, N. Hashida & Shoebelts	(Express) Publisher/Art
5	7	Ob-La-Di Ob-La-Da	The Beatles (Apple) Sub-Publisher/Toshiba
6	5	Goodnight Baby	The King Tones (Polydor) Publisher/J&K
7	8	Fushigina Taiyo	Jun Mayuzumi (Capitol) Publisher/Ishihara
8	—	La Pioggia	Gigliola Cinquetti (Seven Seas) Sub-Publisher/Suisse sha
9	6	Manchester & Liverpool	Pinky & Fellas (London) Sub-Publisher/Taiyo Music
10	9	Boku-Wa Moeteiru	The Ox (Victor) Publisher/Top
11	—	Kingirareta Koi	Ryoko Moriyama (Philips) Publisher/Shinko
12	10	Shiroi Buranko	Billy Bang Bang (King) Publisher/Rhythm Mus
13	11	Ame-Yo Furanaide	The Tempters (Philips) Publisher/Tanabe
14	—	Good-Bye	Mary Hopkin (Apple) Sub-Publisher/Toshiba
15	12	Bouya Ookiku-Naranaide	The Michaels (Columbia) Publisher/Myrika Music



COIN MACHINE NEWS

EDITORIAL: Location Programming is a Speciality

Record programming is a subject most operators think about but unfortunately do little about, other than keeping an eye on the top 100 charts and trying to be more selective down at the one stop. We're not knocking what might look like a half-hearted attempt by operators in general to put better records on their routes. Let's face it . . . the average jukebox guy is too pressed for time in his daily routine to properly dope out the musical preferences of each spot, and then go out and search up the tunes to fit. If he's got routemen on the payroll, making collections and record changes, then the operator's almost totally out of touch with the music on his machines. He must depend upon these men to perform the programming duties as best they can. But again, how much time do collectors have to afford? How much do they really **want** to spend in a spot when they've got a coin box to empty and a cash bin in the route-truck to keep an eye on? Not much at all.

So then, what's the secret. How do the few music operators that do spend time conscientiously programming tunes get away with it when the average op wishes there were more than 24 hours in a day just to get the routine things done. The answer is obvious—the responsibility of record programming must be delegated to an employee separated from the route routine . . . somebody completely divorced from any other duties while doing that particular job.

If you're a one man operation, check your schedule and try to cut out one solid afternoon to do nothing but program your music locations. Of course, to do this effectively, you must be armed with all the necessary

tools: 1. a cross index file showing you at a glance the type(s) of music preferred by each location; 2. a file of request records and past hits, backed up by a good sized record library; 3. the phone number of a good one stop record distrib who can promptly fill an order for an old or new release; 4. the trade magazines with their charts, reviews of new releases and programming guide features.

If your firm is big enough to warrant full time routemen on the payroll, get them into the programming spirit the same way. And there's nothing wrong with offering some kind of incentive if their efforts boost the weekly take a certain percentage. But, they **must** have that special time devoted to programming and nothing else.

Some operating firms employ full time record librarians whose job is to select the weekly changes for the music boxes, to communicate with each location for requests and to keep tabs on the popularity of the disks on each machine.

In short, you've got to think of good location record programming as a **specialty** requiring complete and absolute concentration. If you, the operator, can't afford the time, get your people to do it or hire additional personnel.

Good programming **invariably** boosts collections—often up to 25% and even 35%. You can't knock that . . . and you really can't ignore it just because you might agree in principle but say it's too much added work—not in the face of skyrocketing operational costs when every additional buck is more important than ever.

NAMA Sets Executive Seminar At M.S.U.

CHICAGO — Three days of concatenated seminar sessions for executives of food vending companies have been scheduled by NAMA between June 15 and 18 in cooperation with Michigan State University at the Kellogg Center for Continuing Education in East Lansing, Mich.

Limited to 30 registrants, and ranging over 12 separate topics under the heading of "Vending Food Management," the seminar is a new venture for NAMA, the 2,000-member national trade association of the vending industry.

"This cooperative management program at a major university is a new departure for the association," said NAMA executive director Thomas B. Hungerford, "and we are expecting to follow up with more such programs if our members find this session worthwhile."

Hungerford said the seminar is aimed at operations managers of companies engaged in food vending at managers of commissaries.

Advance planning for the seminar has been underway for a number of months through the association's Employee Selection and Training Committee, headed by William Marti, Canteen Service Company, Toledo, Ohio.

"The university has recruited some of the outstanding experts in the field of vended food service and commissary management," said Marti in announcing the June seminar. Sessions will stress active participa-

tion by registrants. Topics to be covered include the following:

"Marketing for Profit," "The Menu Cycle," "Product Appeal," "Production Protection," "Logistics of Vended Merchandise, Material Handling, and Product Preservation to the Point of Sale," "Computer Simulation," "Regulatory Requirements and Sanitation in Vended Foods," "Commissary Layout and Design, Productivity and Profitability," "Food Production — The Make or Buy Decision," "Packaging and Labeling — Manual versus Automatic," "A Look Past Current Refrigeration and Freezing Techniques and Trends," and "Pricing for Profit."

Among industry experts, consultants and educators who will act as faculty at the seminar will be Roslyn Willett, Roslyn Willett Associates, New York City; David Olsson, Harold J. Raphael and Hugh E. Lockhart, professors, School of Packaging, Michigan State University; James Petzing, director of food services, The Macke Company, Chevy Chase, Md.; Martin C. Kohlman, Servomation Corporation, Chicago; Sidney Bagnall, ITT Canteen Food and Vending Services, Chicago; David E. Hartley, Public Health Counsel, NAMA, Chicago; Michael Hurst, Win Schuler's Restaurants, Marshall, Mich.; and the following faculty members of the School of Hotel, Restaurant and Institutional Management of Michigan State University: W. J. E. Crissy, pro-

fessor; Edward Kazarian, professor; Louis J. Minor, visiting professor; George Conrade and Murray Schuman, instructors.

Registration, orientation sessions and a welcoming dinner will open the seminar on June 15, with all-day sessions scheduled for June 16 and through 18, Marti said.

The registration fee of \$165 per person includes tuition, seminar materials, three luncheons and the opening dinner. Accommodations are available at the Kellogg Center, located on the campus of Michigan State University at East Lansing. The room rates of \$7.25 per person, double occupancy, or \$10.50 for single rooms, are in addition to the fee.

All inquiries should be directed to G. H. Tansey, director of conventions and education, NAMA, 7 South Dearborn Street, Chicago, Ill. 60603.

The seminar is sponsored by the Graduate School of Business Administration, the School of Hotel, Restaurant and Institutional Management and the Continuing Education Service of Michigan State University in cooperation with NAMA.

All checks should be made payable to Michigan State University.

"The vending and food service industry needs university-related management courses in order to keep its executives up-to-date with rapid changes in managerial and technological methods," said Marti. "This cooperative project is, we hope, only the beginning of the work in this area by NAMA."

Triangle Net Sales Up 26% For First Quarter of 1969

NEWARK, N. J. — Net sales of Triangle Industries, Inc., rose 26 per cent to \$40,092,000 in the first three months of 1969 from \$31,846,000 in the similar period of 1968, announced by Carl S. Menger, chairman and president of this parent corporation of Rowe International.

Net income after taxes totaled \$889,000 in the first quarter, or 44 cents per share, up from \$819,000, or 41 cents per share in the first quarter of 1968.

Menger stated that "although earnings in the first quarter of 1969 exceeded the similar period of last year, they were lower than what had been anticipated primarily due to the very high premium prices we are being forced to pay for much of our copper requirements and because of a simultaneous unprecedented price-cost squeeze on the fabricated products we manufacture."

"Although the copper strike ended more than a year ago, it is absolutely impossible to obtain our copper requirements from basic domestic producers. Instead, we continue to be forced to seek out secondary sources, whose price is almost 50 per cent higher than the published domestic price of approximately 44 cents per pound. It is hoped that this situation has bottomed out and that improvements will be soon shown in the second and subsequent quarters of this year."

Montauk Bows Its Color Coating Process At L.I. Function

AMITYVILLE, LONG ISLAND — Representatives of most of Long Island's music and amusement operating companies witnessed the birth of a unique and exciting coin machine refinishing process last Tuesday evening (May 20th) when officials of Montauk Automatic Vending debuted their "Color Coating" technique at a cocktail reception held here at the Harbour Light Restaurant.

Montauk heads Vic VanDerLeenden and Bill Kobler displayed several pieces of coin equipment that had been decorated with the "flocking" material as evidence of how Color Coating can put a modern exterior on a dated machine, as well as add beauty to new machines.

Color Coating, to put it simply, lays a "carpet-like" material on the surface of the machine. The equipment is first coated with a magnetically-charged adhesive and then sprayed with thousands of tiny nylon filaments to achieve the carpet effect. Once dry, the Color Coated surface is completely wear-resistant.

The Montauk executives advised that a separate division of the corporation has been formed to provide the Color Coating service for the Long Island trade. The process will be performed at their Bethpage building at a cost of \$49.95 for each machine. An almost unlimited number of colors and color combinations is available.

The wide variety of colors and styles available through the process was am-

ply demonstrated in the equipment on display at the Harbour Light party. Machines on display included an old National cigarette machine, a Rock-Ola Princess phonograph, a U.S. Billiards coin table and a Seeburg Gem phonograph. Operators who inspected the machines were fascinated by their appearance as well as the velvet texture.

Among those operators and operating companies represented were: Lou Amendola, Action Vending, Arjo Music Corp., Frank Cassata, D&S Vending,

Don-Al Vending Corp., Hevenly Vendors, Paramount Vendors, Madison Amusement, Marla Foods, Midas Vending, Monarch Music Co., Royal Vending Corp., Tilford Gross, Vending Maintenance Service, the Vendor Company and Statewide Vending. A door prize drawing awarded a free Color Coating for one machine to Hevenly Vending, Funtronics, Inc. and Marla Foods.

Some of the activity at the affair is captured in the photos that follow.



Montauk Vending staffers Viola Filoso (left) and Fran Morreale flank redecorated Princess phono.



Mrs. Ed Adlum draws door prize winner names from basket held by Montauk's Billy Kobler.



Montauk staffers with refinished National cig unit are (left to right) Tim Borenstein, Walter Conde, Vic VanDerLeenden and Sol Ostrow.



Operators gather round a redecorated U.S. Billiards table to inspect the Color Coating finish.



On hand to display his Pitching Horseshoes game is Funtronics prey Stan Rayboy (left) with Al Ezrati.

Breithner & Cockrell Host Japan Vendors

CHICAGO — Matt Cockrell, president of Cockrell's Coffee Service, a Chicago vending operation servicing the Northwest suburban area of the city, played host recently to representatives from the managerial staff of The Japan Vending Service Company, one of Japan's leading vending corporations and The Fiji Kaden Company, a major Japanese distributing organization headquartered in Tokyo.

The tour was part of a get-acquainted program arranged by Bob Breithner, vice president — vending sales of The Seeburg Corporation, Chicago, for Michio Nakajima, managing director of Japan vending and Tatsuo Komine of Fiji Kaden.

Cockrell host, Matt Cockrell and Gino Del Corro, vice president of the U.S. firm discussed operations, scheduling, procedural aspects and other phases of their American vending operation with the Japanese guests. Part of the visit took Hiroshi Nakahara of Japan Vending, on a Cockrell service truck to get first hand coverage of a typical day in the life of a Cockrell serviceman and permitted first hand experience with the daily servicing routine.

Japan Vending's Nakajima reports that vending in Japan is undergoing rapid growth at present. "The future of vending in my country," he commented, "will see even greater expansion.

Rock-Ola Field Service School Travels to Los Angeles

LOS ANGELES — In a continuing series of Phonograph Field Service Schools, Rock-Ola's Field Service Representative, William Findlay, recently took his Service School to Los Angeles, California, where he conducted a school for the operator customers and personnel of Rock-Ola's distributor, Portable Automatic Sales.

In addition, a complete electrical and mechanical coverage of the two Rock-Ola phonographs, Models 440 and 441, Findlay also had a special

session to cover Rock-Ola new compact can cold drink vender, Model CCC-5.

Those in attendance were: Frank Bybee, Bloomington; Fred Carl, Norwalk; Fred Desatoff, Arcadia; Steve Dienstel, San Bernadino; Art Firsck, Antelope Valley; Jack Gordon, San Diego; Earnest Harris, Los Angeles; E.W. Hellwig, Santa Anna, Louis Hetson, Norco; Bob Hoffman, Saugus; Dick Kanold, Oxnard; Larry Kroze, Bellflower; Paul Leone, Santa Barbara; Guy Lofaso, North Holly-

wood; Joe Martin, Claremont; Meyrek, Oxnard; Walt Murra, Cario; Gene Neely, Pomona; M. F. Santa Anna, V. Rogan, San Gab; Joe Schneider, Upland; Howard Smith, Temple City; Hank Sp Lancaster; Frank Tamburano, rance; Gerald Wilson, Corona.

Representing Portable Automatic Sales: Bill Haun, West Los Angeles; Thomas Butcher, Glendale; Rick Kellison, Los Angeles; Jack Leor Reseda; Edward J. Ryan, Los Angeles; Gerald Sachau, Huntington Be-



Large turnout of operators and mechanics listen attentively . . . while Rock-Ola's Bill Findlay describes a service point via the slide screen.

rv Kempner . . . About Music



"Kempy"

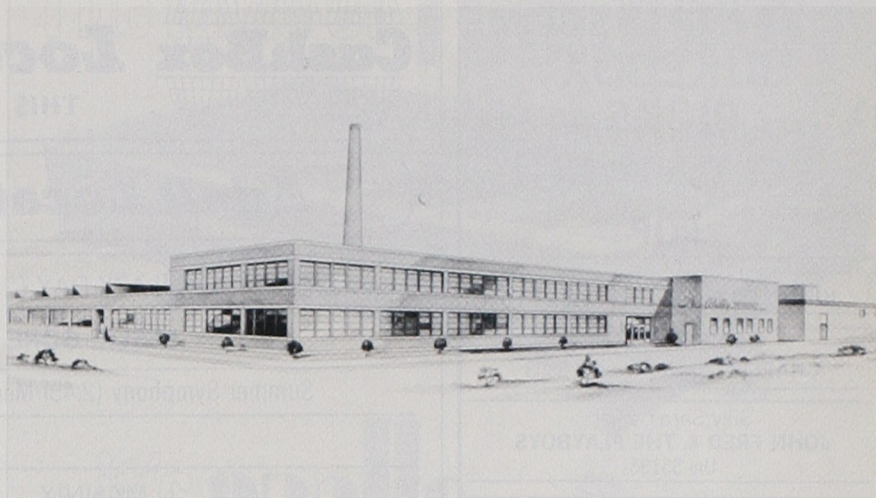
mers have had it considerably easier to make the switch than before. I'm sure the fact that the phonograph factories have built the higher play capability into their new models has had a terrific bearing on higher music pricing," he said.

Kempy, as a Rowe salesman, is particularly enthused with the track records of the PhonoVue projector mechanisms he's sold along with new console phonographs in the metropolitan area. "Talk about two for a quarter pricing, I'm pushing one for a quarter! Nuts? Not when you pair up a chart record smash with a PhonoVue film subject. Customers at the location are almost compelled to play some of these hits. If they find it paired with a film, all the more reason to play it. PhonoVue vends its film plays at 25¢ . . . hence, 25¢ music. And I see it working all over this territory."

As a salesman, Kempy has two loyalties — to Runyon and to his operator-customers who've been dealing with him for many years. However, when it comes to buying new music machines and auxiliary equipment, he feels he serves both parties. "New machines, especially when they're customized to fit the location with speakers, wall boxes, etc., invariably make more money for operators. I'm a firm believer in customizing the music system to the location. The proper placement of speakers at the tavern, for instance, can mean as much of a difference in the amount of collections as the difference in sound from any old juke box just stuck in the corner to fend for itself. Music machines should stand out, stand right up to the customer and sound off in the best stereo balance possible. Good records might be necessary, of course, but what good are they if the sound system is bland . . . gives one side of the location an earful and neglects the other?"

NEW YORK — Irving Kempner, sales manager for the Runyon Sales Co. (New York, New Jersey and Conn. distributors for Rowe music and vending products), is quite an old hand at his business of making more money in the cash box of a coin phonograph. In 'Kempy's' case, helping his customers to make more money. A twenty five year-plus veteran of all phases of the music trade, Kempy remembers well the difficulty operators experienced during the painful transition to dime play. "As tough as that was, the trade soon saw a considerable difference in collections. Today the trend is to two for a quarter music. Again, this is healthy, necessary and thankfully, my custo-

Enlarged Bally Plant Covers Solid Block



CHICAGO — With production finally completed on its new east-end wing, the main plant of Bally Manufacturing Corp. now extends one solid block along Chicago's Belmont Avenue. The new east-end addition, which broke ground over a year ago, has added 50,000 square feet to production facilities for this prominent amusement machine factory. Bally also occupies two other buildings directly across the street from the main plant.

ALL NEW
ELECTRIC

Ball Walk™

She's a Proven Money Maker

AVAILABLE FOR
DELIVERY THROUGH YOUR
COINTRONICS DISTRIBUTOR

COINTRONICS



2560 WYANDOTTE
MOUNTAIN VIEW, CA.
94040 415-969-0280

SEGA

MISSILE

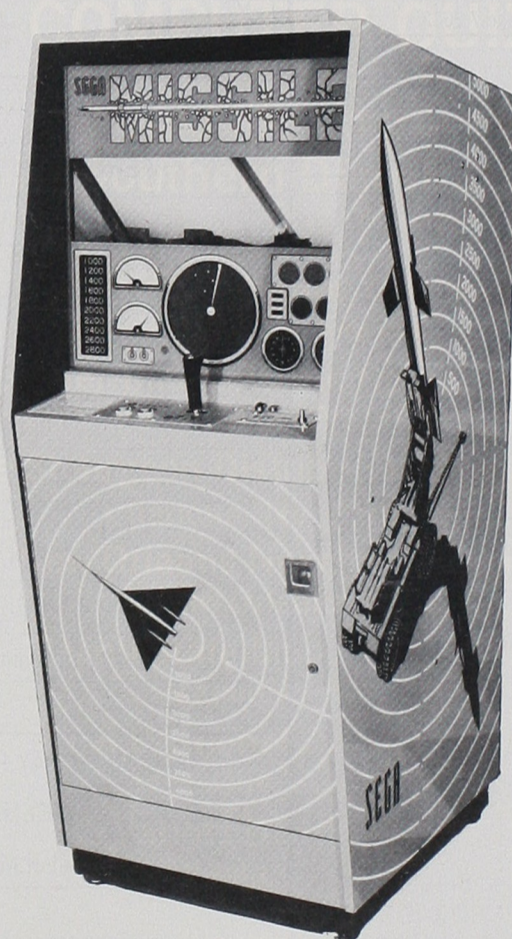
Controlled Missile Flight

Unique Visual Effects

4 Realistic Sounds

Fascinating Game Concept

**Greatest money-maker
since the Periscope**



MANUFACTURED BY
SEGA enterprises Ltd.

HANEDA AIRPORT P.O. BOX 63
TOKYO, JAPAN

WORLDWIDE AGENTS

Club Specialty Overseas Inc.

APARTADO 133 PANAMA I. R. de P.

STAN'S JUKEBOX PICKS

Of The Week

POP

Tears On My Pillow —
JOHNNY TILLOTSON — Amos 117

Staten Island Ferry
CHARLIE CHAN — Event 3303

Silly Sara Carter
JOHN FRED & THE PLAYBOYS
Uni 55135

No Matter What Sign
DIANA ROSS & THE SUPREMES
Motown 1148

Crystal Blue Persuasion
TOMMY JAMES & THE SHONDELLS — Roulette 7050

Big Bruce
STEVE GREENBERG — Trip 3000

My Pledge Of Love
JOE JEFFREY GROUP — Wand 11200

R&B

The Camel
CLIFF NOBLE & CO. —
Phil-a-of Soul 329

The Mother Popcorn (Vocal)
JAMES BROWN — King 6245

Nothing Takes The Place Of You
BROOK BENTON — Cotillion 44034

OO Wee Baby I Love You
ROSCOE ROBINSON — Atlantic 2637

Stop Giving Your Man Away
ELLA WASHINGTON —
Sound Stage-7 2632

Mrs. Robinson
BOOKER T & THE MG's — Stax 0037

Everything I Do Gonh Be Funky
LEE DORSEY — Amy 11055

You Hit The Spot Baby
GLORIA WALKER —
Flaming Arrow 37

C&W

All I Have To Offer You (Is Me)
CHARLIE PRIDE — RCA 0167

Who's Gonna Take The Garbage Out
ERNEST TUBBS & LORETTA LYNN
Decca 32496

The Days Of Sand And Shovels
WAYLON JENNINGS — RCA 0157

**PERSONAL SERVICE TO ALL
JUKEBOX OPERATORS
AND RECORD DEALERS**

**AVAILABLE
POP • R&B • C&W
Singles And LP's
— PLUS —**

**World's Largest Selection Of
GOLD STANDARDS
FREE TITLE STRIPS**

All Lines Of 8 Track And 4 Track
Cassette Cartridge Tapes
and F-A-S-T ONE DAY SERVICE at

STAN'S RECORD SERVICE

728 Texas Street, Shreveport, La.
Call Collect (318) 422-7182



CashBox Location Programming Guide

THIS WEEK'S TOP RECORD RELEASES FOR COIN PHONOGRAPHS

Adult Locations

98.6/LAZY DAY (2:30)

LESLIE GORE

Summer Symphony (2:45) Mercury 72931

MANNIX

LALO SCHIFRIN

End Game (2:26) Paramount 0002

IF I SAY NO (3:00)

LANA CANTRELL

All the Things You Are (2:25) RCA 0173

I'LL NEVER FALL IN LOVE AGAIN (2:19)

TONY MOTTOLA

Those Were the Days (3:07) Project 3 1355

HONEY PIE (2:13)

SKITCH HENDERSON

Sister George (2:25) Col 44869

C & W

THAT'S WHY I LOVE YOU SO MUCH (2:39)

FERLIN HUSKY (and Hushpuppies)

Forever Yours (2:44) Cap'l 2512

ALWAYS, ALWAYS (2:35)

PORTER WAGONER AND DOLLY PARTON

No Reason to Hurry Home (2:24) RCA 74-0172

BE CAREFUL OF STONES THAT
YOU THROW (3:01)

LUKE THE DRIFTER, JR.

Book of Memories (2:12) MGM K-14062

AS FAR AS MY FORGETTING'S GOT (2:18)

MELBA MONTGOMERY

You Let Me Win (2:51) Cap'l 2513

IN THE MIDDLE (2:16)

CHARLIE WIGGS

I'm Afraid to Try (2:03) Music Town 013

Teen Locations

CRYSTAL BLUE PERSUASION (3:45)

TOMMY JAMES & THE SHONDELLS

I'm Alive (3:12) Roulette 7050

PINCH ME (BABY CONVINC ME) (2:35)

OHIO EXPRESS

Peanuts (2:08) Buddah 117

AND SHE'S MINE (2:34)

SPANKY & OUR GANG

Leopard Skin Phones (2:55) Mercury 72926

TWENTY-FIVE MILES

MONGO SANTAMARIA

El Tres (3:58) Col 44886

I GOT THE BEST OF YOU (2:24)

JIMMY WALKER

No flip info available — Col 44884

ONE ROAD (2:58)

LOVE AFFAIR

Let Me Know (2:38) Date 1646

R & B

ANGEL OF THE MORNING (2:42)

BETTIE SWANN

No Faith No Love (3:20) Cap'l 4731

HOOK & SLING — PT. 1 (2:30)

EDDIE BO

Part II (2:19) Scram 117

NOBODY BUT YOU BABE (2:46)

CLARENCE REID

Send Me Back My Money (2:19) Alston 4574

I LOVE YOU (3:05)

EDDIE HOLMAN

I Surrender (2:25) ABC 11149

check your local One Stop for availability of the listed recordings

SEGA's Rosen Urges Operators To Earn More by Charging More

TOKYO — "Charge more — Earn More" is the urgent counsel being given to Japanese coin machine operators and location owners by SEGA Enterprises president David Rosen. Writing in a widely-circulated newsletter the SEGA chief executive stressed the necessity of "raising prices to raise income," and indicated that the problems faced by operators in Japan were the same as those "now being confronted and solved by operators around the world." According to Rosen:

"There are four main categories of reasons why operators must now reassess their pricing structure: (1) World-wide economic changes linked to inflation, (2) Pricing strategy changes, (3) Mass psychology and changes in the public's leisure attitudes, and (4) Industry-wide technical and conceptual changes.

"The first important category covers the rapidly rising cost of doing business in nearly every advanced country of the world. Machines and equipment now cost more, taxes and levies are increasing, overheads are soaring, and interest rates are becoming prohibitively expensive. Common sense dictates that the first thing a businessman must consider is how to stay in business.

"In the normal competition of commerce an operator can usually stay in business and increase his profits by: providing better service; improving the environment of his place of business; lowering his operating costs; exploiting factors that can favorably influence customers, such as promotion, publicity and advertising; and, more importantly, by charging a price that is high enough to assure a good return on his considerable investment.

"In a period of generally escalating prices, the value of the entertainment an operator provides has not diminished and there is no reason why he should charge less for his services or the use of his equipment. There are, in fact, many cogent reasons why he should charge much more. In the serious business of providing amusement and illusion, it is all the more important that operators act realistically.

"It is illusory to think that low prices would eventually bring in sufficient business volume to exceed what could be earned at the correct higher multiple per play (not to mention the additional depreciation on the equipment and the extra service costs the lower price would entail). It is realistic to approach the problem with the question How should I raise the price per play and by how much?

"With few exceptions, operators who raise per-play prices in a systematic way find that even when the average number of plays drops percentage-wise for a period following the change-over, the total income does not drop. After a brief period, income rises to a satisfyingly higher level. Even experienced operators are often amazed at what the public will accept in the way of higher prices when the change-over is handled intelligently.

"While it is true that crowds attracted by a department store bargain sale will stimulate additional purchasing enthusiasm, this is only marginally the case at arcades and game rooms. Coin amusement equipment locations cannot be operated in the same way as consumer goods outlets. This leads us to the 2nd main category of reasons why it is imperative that operators re-evaluate their per-play price structure: the changes that have occurred in pricing strategy.

"Pricing strategy used with coin-operated equipment is, of course, entirely different from that used in other lines. And, pricing with coins for smaller unit sales is different from pricing with banknotes. Obviously a 19¢ price tag (instead of 20¢) will attract a supermarket shopper when the item is one of many to be purchased. A price of 19¢ or 24¢ will not, as you know, attract people to coin-operated machines.

"Similarly, we're not dealing with items of \$4.98 and \$9.95; we're deal-



Teichiku Recording artist Yuki Kishi joins with SEGA president David Rosen in supporting the move toward "Quarter-Play." Yuki, who visited SEGA for their Meet the Stars program, appears twice weekly on Japanese television.

ing with pocket change. If we were to set a machine at 7¢ or 8¢ we all know that we would get far fewer plays than at 10¢. People tend to play initially for the change they have in their pockets. Because of inflation people now carry more of the higher denomination coins than they did a few years ago.

"Pricing strategy necessarily involves considering questions of convenience, timing, placement of machines, a breakdown of pocket change, presentation of machines, promotion of the establishment, the type of clientele, public psychology, etc. After analyzing the diverse factors involved in the less-than-scientific field of pricing, it is usually wise to "err" on the side of charging "to much," rather than "to little."

"We should boldly charge what the market will bear, even if this means fewer plays and an initial temporary drop in anticipated income. Pricing is both a strategy and a tactic, which raises the third category of reasons for reviewing price structure — public psychology and evolving leisure attitudes.

"In our business, we're selling something ephemeral — an experience. We're stimulating curiosity, challenging skill, and allowing players to compete against the machine, themselves, or others. We provide opportunities for the public to test themselves, to be amused, and to be entertained.

"A person plays a skill game or a juke box because he desires to do so. He plays for his own reasons and may be following one or several of many possible psychological motivations.

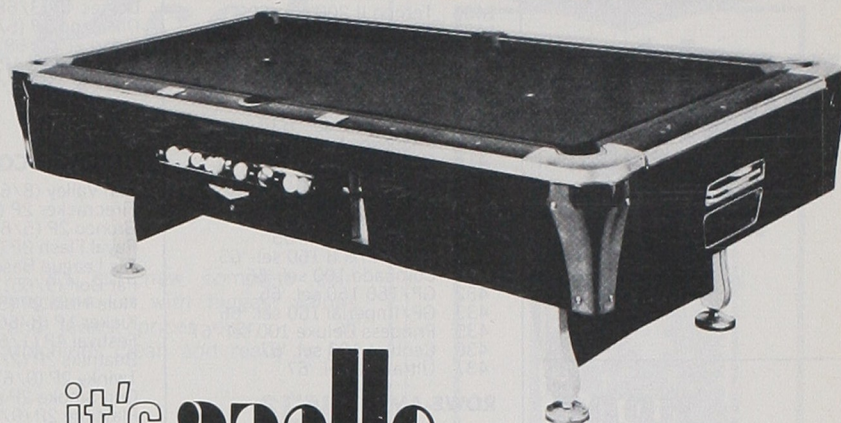
"In deciding what to play at a "pocket change" entertainment location, no one likes to think that his game of choice is "too expensive." No one wants to say to himself "I'd like to play it, but I can't afford it."

"The average customer at a public location feels that he is as good (and has as much right to be there) as anyone else. He is, in a sense, proving this by participating. He is doing what is being done at the establishment without "rocking the boat." If, for example everybody is ordering whiskey at a bar, the average customer doesn't loudly demand a lemonade or a glass of free ice water. He is pleased to order something similar or slightly "better" than the other patrons.

"If a tourist visits the Fountains of Trevi in Rome and fumbles for a coin to toss into this famous wishing

(Con't. on Page 87)

The Table of TOMORROW



...it's **apollo**

Models
APOLLO 6 85" x 48"
APOLLO 7 92" x 52"
APOLLO 8 JR 101" x 57"
APOLLO 8 105" x 59"

Never before have **SO MANY NEW FEATURES** been incorporated into one table!

NEW Cabinet

NEW Coin Mechanism

NEW Runways

NEW Legs

NEW Cashbox

NEW Cushions

No more Drawers

Simply remove the new "front door" for service. This newly designed door has one lock and is held in place at three points by a heavy cam and two rods. And in the unlikely case that the mechanism must be removed, it can be unbolted and taken out.

Irving Kaye Co. Inc.

363 Prospect Place, Brooklyn N.Y. 11238

(212) STerling 3-1200

COMPUTER QUIZ

would like to thank its Southern Distributors:

F.A.B. Distributing Company
Pensacola, Florida

Hermitage Music Company
Birmingham, Ala. & Nashville, Tenn.

Le Sturgeon Distributing Company
Charlotte, No. Carolina

New Orleans Novelty Company
New Orleans, La.

Peach State Music Company
Macon, Georgia

S.L. Stibel Company
Louisville, Kentucky

Variety Distributing
Atlanta, Georgia

Gentlemen All!

NA

NUTTING ASSOCIATES

500 Ellis Street, Mountain View, California 94040. (415) 961-9373

coin machine INVENTORY LIST used equipment

A Compilation of
Phonographs and Amusement
Machines Actively Traded On
Used Coin Machine Markets

MUSIC MACHINES

ROCK-OLA

- 1485 Tempo II 200 sel. '60
- 1488 Regis 120 sel. '61
- 1495 Regis 200 sel. '61
- 1493 Princess 100 sel. '62
- 1496 Empress 120 sel. '62
- 1497 Empress 200 sel. '62
- 404 Capri I 120 sel. '63
- 408 Rhapsody I 160 sel. '63
- 414 Capri II 100 sel. '64
- 418-SA Rhapsody II 160 sel. '64
- 424 Princess Royal 100 sel. '64
- 425 Grand Prx 160 sel. '64
- 429 Starlet 100 sel. '65
- 426 Grand Prix II 160 sel. '65
- 431 Coronado 100 sel. '66
- 432 GP/160 160 sel. '66
- 433 GP/Imperial 160 sel. '66
- 435 Princess Deluxe 100 sel. '67
- 436 Centura 100 sel. '67
- 437 Ultra 160 sel. '67

ROWE-AMI

- K-120 120 sel. '60
- K-200 200 sel. '60
- Lyric 100 sel. '60
- Continental 200 sel. '60
- Continental II 100 sel. '61
- Continental II 200 sel. '61
- L-200 100-160 sel. '63
- M-200 Tropicana 200 sel. '64
- N-200 Diplomat 200 sel. '65
- O-200 Bandstand 200 sel. '66
- MM-1 100, 160, 200 sel. '67
- Kadet 100 100 sel. '67
- M-2 200 sel. '68

SEEBURG

- Q-100 100 sel. '60
- Q-160 160 sel. '60
- AY-100 100 sel. '61
- AY-160 160 sel. '61
- DS-100 100 sel. '62
- DS-160 160 sel. '62
- LPC-1 160 sel. '63
- LPC-480 160 sel. '64
- Electra 160 sel. '65
- Mustang 100 sel. '65
- Stereo Showcase 160 sel. '66
- Phono Jet 100 sel. '67
- Spectra 200 sel. '67

WURLITZER

- 2400 200 sel. '60
- 2404 104 sel. '60
- 2410 100 sel. '60
- 2500 200 sel. '61
- 2504 104 sel. '61
- 2510 100 sel. '61
- 2600 200 sel. '62
- 2610 100 sel. '62
- 2700 200 sel. '63
- 2710 100 sel. '63
- 2800 200 sel. '64
- 2810 100 sel. '64
- 2900 200 sel. '64
- 3000 200 sel. '65
- 3100 200 sel. '66
- 3200 200 sel. '67

PINGAMES

BALLY

- Beauty Contest (1/60)
- Laguna Beach (3/60)
- Queens (3/60)
- Roller Derby (3/60)
- Barrel-O-Fun (9/60)
- Touchdown (11/60)
- Circus Queen (2/61)
- Lite-A-Line (2/61)
- Barrel-O-Fun (4/61)
- Acapulco (5/61)
- Flying Circus 2P (6/61)
- Can Can (10/61)
- Barrel-O-Fun (11/61)
- Lido (2/62)
- Golden Gate (6/62)
- Shoot-A-Line (6/62)
- Funspot '62 (11/62)
- Silver Sails (11/62)
- Twist (11/62)
- Moonshot (3/63)
- Cue-Tease 2P (7/63)
- 3-In-Line 4P (8/63)
- Hootenany 1P (11/63)
- Star Jet (12/63)
- Monte Carlo 1P (2/64)
- Ship Mates 4P (2/64)
- Bongo 2P (3/64)
- Sky Diver 1P (4/64)
- Mad World 2P (5/64)
- Grand Tour 1P (7/64)
- Happy Tour 1P (7/64)
- 2-In-Line 2P (8/64)
- Harvest 1P (10/64)
- Hay Ride 1P (10/64)
- Bus Stop 2P (1/65)
- Bullfight 1P (1/65)
- Sheba 2P (3/65)
- Six Sticks 6P (3/65)
- Band Wagon 4P (5/65)
- Magic Circle 1P (6/65)
- 50/50 2P (8/65)
- Aces High 4P (9/65)
- Big Chief 4P (10/65)
- Disco 2P (10/65)
- Trio 1P (11/65)
- Blue Ribbon 4P (1/66)
- Fun Cruise 1P (2/66)
- Wild Wheels 2P (3/66)

- Campus Queen 4P (8/66)
- Capersville 4P (2/67)
- Rocket III 1P (6/67)
- Wiggler 4P (9/67)
- Surfers 1P (1/68)
- Dogies 4P (3/68)
- Dixieland 1P (5/68)
- Safari 2P (7/68)
- Rock Makers 4P (10/68)
- MiniZag 1P (11/68)

CHICAGO COIN

- Sun Valley (8/63)
- Firecracker 2P (12/63)
- Bronco 2P (5/64)
- Royal Flash 2P (8/64)
- Big League Baseball 2P (4/65)
- Par Golf (9/65)
- Hula-Hula 2P (5/66)
- Kicker 1P (8/66)
- Festival 4P (1/67)
- Beatniks 2P (2/57)
- Twinky 2P (9/67)
- Gun Smoke 2P (6/68)
- Playtime 2P (9/68)
- Stage Coach 4P (8/68)

GOTTlieb

- Seven Seas 2P (1/60)
- World Beauties 1P (2/60)
- Spot-A-Card 1P (3/60)
- Lite-A-Card 2P (3/60)
- Texas 4P (4/60)
- Captain Kidd 2P (7/60)
- Melody Lane 2P (9/60)
- Kewpie Doll 1P (10/60)
- Flipper 1P (11/60)
- Merry-Go-Round 2P (12/60)
- Foto Finish 1P (1/61)
- Oklahoma 4P (2/61)
- Showboat 1P (4/61)
- Flipper Parade (5/61)
- Flying Circus (6/61)
- Big Casino 1P (7/61)
- Lancer 2P (8/61)
- Corral (9/61)
- Aloha 2P (11/61)
- Flipper Fair 1P (11/61)
- Egg Head 1P (12/61)
- Liberty Belle 4P (3/62)
- Flipper Clown (4/62)
- Fashion Show 2P (6/62)
- Cover Girl 1P (7/62)
- Preview 2P (8/62)
- Olympics 1P (9/62)
- Flipper Cowboy 1P (10/62)
- Sunset 2P (11/62)
- Rock-A-Ball 1P (12/62)
- Gaucho 4P (1/63)
- Slick Chick 1P (4/63)
- Swing Along 2P (7/63)
- Sweet Hearts 1P (9/63)
- Flying Chariots 2P (10/63)
- Gigi 1P (12/63)
- Big Top 1P (1/64)
- World Fair 1P (5/64)
- Bonanza 2P (6/64)
- Bowling Queen 1P (8/64)
- Majorettes 1P (8/64)
- Sea Shore 2P (9/64)
- North Star 1P (10/64)
- Happy Clown 4P (11/64)
- Sky Line 1P (1/65)
- Thoro Bred 2P (2/65)
- Kings & Queens 1P (3/65)
- Hi Dolly 2P (5/65)
- Cow-Poke 1P (5/65)
- Buckaroo 1P (6/65)
- Dodge City 4P (7/65)
- Bank-A-Ball 1P (9/65)
- Paradise 2P (11/65)
- Flipper Pool 1P (11/65)
- Ice Review 1P (12/65)
- King Of Diamonds 1P (1/66)
- Masquerade 4P (2/66)
- Central Park 1P (4/66)
- Mayfair 2P (6/66)
- Dancing Lady 4P (11/66)
- Super Score 2P (3/67)
- Sing-A-Long 1PL (9/67)
- Surf Side 2P (12/67)
- Royal Guard 1P (1/68)
- Spin Wheel 4P (3/68)
- Funland 1P (5/68)
- Paul Bunyan 2P (8/68)
- Domino 1P (10/68)
- Four Seasons 4P (12/68)

KEENEY

- Old Plantation (2/61)
- Rainbow (6/62)
- Go-Cart 1P (5/63)
- Alpha (3/68)
- Poker Face 2P (9/63)

MIDWAY

- Rodeo 2P (10/64)

WILLIAMS

- Black Jack 1P (1/60)
- Golden Gloves 1P (1/60)
- Twenty-One 1P (2/60)
- Nags 1P (3/60)
- Serenade 2P (5/60)
- Darts 1P (6/60)
- Music Man 4P (8/60)
- Jungle 1P (9/60)
- Viking 2P (10/61)
- Space Ship 2P (12/61)
- Coquette (4/62)
- Trade Winds (6/62)
- Valiant 2P (8/62)
- King Pin (9/62)
- Vagabond (10/62)

- Mardi Gras 4P (11/62)
- Four Roses 1P (12/62)
- Tom Tom 2P (1/63)
- Big Deal 1P (2/63)
- Jumpin' Jacks 2P (4/63)
- Skill Pool 1P (6/63)
- El Toro 2P (8/63)
- Big Daddy 1P (9/63)
- Merry Widow 4P (10/63)
- Beat The Clock (12/63)
- Oh Boy 2P (2/64)
- Soccer 1P (3/64)
- San Francisco 2P (5/64)
- Palooka 1P (5/64)
- Heat Wave 1P (7/64)
- Riverboat 1P (9/64)
- Whoopee 4P (10/64)
- Zig-Zag 1P (12/64)
- Wing Ding 1P (12/64)
- Alpine Club 1P (3/65)
- Eager Beaver 2P (5/65)
- Moulin Rough 1P (6/65)
- Lucky Strike 1P (8/65)
- Big Chief 4P (10/65)
- Teachers Pet 1P (12/65)
- Bowl-A-Strike 1P (12/65)
- Full House 1P (3/66)
- A-Go-Go 4P (5/66)
- Top Hand 1P (5/66)
- Magic City (1/67)
- Magic Town 1P (2/67)
- Jolly Roger 4P (12/67)
- Ding Dong 1P (2/68)
- Lady Luck 2P (4/68)
- Student Prince 4P (7/68)
- Doozie 1P (9/68)
- Pit Stop 2P (11/68)

SHUFFLES

BALLY

- Official Jumbo (9/60)
- Jumbo Deluxe (9/60)
- Super Shuffle (12/61)
- Big 7 Shuffle (9/62)
- All The Way (10/65)

CHICAGO COIN

- 6-Game Shuffle (6/60)
- Triple Gold Pin Pro (2/61)
- Starlite (5/62)
- Citation (10/62)
- Strike Ball (5/63)
- Spotlite (11/63)
- DeVille (8/64)
- Triumph (1/65)
- Top Brass Shuffle (4/65)
- Gold Star Shuffle (7/65)
- Belaire Puck Bowler Medalist (4/66)
- Imperial (9/66)
- Riviera (6/67)
- Sky Line (1/68)
- Melody Lane (4/68)

UNITED

- Big Bonus (2/60)
- Sunny (5/60)
- Sure Fire (10/60)
- Line-Up (1/61)
- 5-Way (5/61)
- Avalon (4/62)
- Silver (6/62)
- Shuffle Basketball (6/62)
- Action (7/62)
- Embassy (9/62)
- Circus Roll-down (9/62)
- Lancer (11/62)
- Sparky (12/62)
- Caravelle (2/63)
- Crest (4/63)
- Rumpus Tarquette (5/63)
- Astro (6/63)
- Ultra (8/63)
- Skippy (11/63)
- Jill-Jill (11/63)
- Bank Pool (11/63)
- Topper (2/64)
- Tempest (2/64)
- Pacer (4/64)
- Tiger (7/64)
- Orbit (8/64)
- Mombo (12/64)
- Cheetah (3/65)
- Pyramid (6/65)
- Corral (10/65)
- Tango (2/66)
- Blazer (6/66)
- Encore (9/66)
- Altair (3/67)
- Orion (11/67)
- Alpha (3/68)
- Pegasus (8/68)

BOWLERS

BALLY

- Super 8 (4/63)
- Deluxe Bally Bowler (1/64)
- 1965 Bally Bowler (65)
- 1966 Bally Bowler (4/66)

CHICAGO COIN

- Duke (8/60)
- Duchess (8/60)
- Princess (4/61)
- Gold Crown (3/62)
- Royal Crown (8/62)
- Grand Prize (3/63)
- Official Spare Lite (9/63)
- Cadillac (1/64)

- Majestic (8/64)
- Tournament (12/64)
- Super Sonic (3/65)
- Preview (9/65)
- Corvette (2/66)
- Flair (9/66)
- Vegas (3/67)
- Fleetwood (9/67)

UNITED

- Falcon (4/60)
- Savoy (5/60)
- Bowl-A-Rama (9/60)
- Tip Top (10/60)
- Dixie (1/61)
- Cameo 5 Star (5/61)
- Classic (6/61)
- Alamo (4/62)
- Sahara (7/62)
- Tropic (9/62)
- Lucky (11/62)
- Cypress (12/62)
- Regal (4/63)
- Fury (8/63)
- Futura (12/63)
- Tornado (3/64)
- Thunder (6/64)
- Polaris (8/64)
- Galleon (3/65)
- Bowl-A-Rama (7/65)
- Amazon (3/66)
- Aztec (9/66)
- Coronado (6/67)

BASEBALL

- Bally Ball Park (4/60)
- CC Big Hit (10/62)
- CC All Star Baseball (1/63)
- CC All Stars Baseball (2/68)
- Kaye Batting Practice (7/68)
- Midway Deluxe Baseball (5/62)
- Midway Slugger (3/63)
- Midway Top Hit (3/64)
- Midway Little League (66)
- Midway Fun Ball (1/67)
- United Bonus Baseball (3/62)
- Wms Official Baseball (4/60)
- Wms Deluxe Batting Champ (5/61)
- Wms Extra Inning (5/62)
- Wms World Series (5/62)
- Wms Major League (3/63)
- Wms Grand Slam (2/64)
- Wms Double Play (4/65)
- Wms Ball Park (2/68)

GUNS

- Bally Derby Gun (2/60)
- Bally Sharpshooter (2/61)
- CC Ace Machine Gun (11/67)
- CC Ray Gun (10/60)
- CC Long Range Rifle Gallery (1/62)
- CC Ace Machine Gun (1/68)
- CC Riot Gun (6/63)
- CC Carnival (5/68)
- CC Champion Rifle Range (1/64)
- Keeney Two Gun Fun (3/62)
- Midway Shooting Gallery (2/60)
- Midway Target Gallery (7/62)
- Midway Monster Gun (67)
- Midway Carnival Tgt. Gtry. (2/63)
- Midway Rifle Range (6/63)
- Midway Trophy Gun (6/64)
- Midway Captain Kid Rifle (9/66)
- Southland Fast Draw (63)
- Williams Aqua Gun (3/68)
- Williams Arctic Gun (67)

ARCADE

- Amer. Shuffle Situation (5/61)
- Bally Skill Score (6/60)
- Bally Skill Derby (10/60)
- Bally Table Hockey (2/63)
- Bally Spinner (2/63)
- Bally Bank Ball (1/63)
- Bally Fun Phone (3/63)
- Bally World Cup (1/68)
- CC Pony Express (4/60)
- CC Wild West (5/61)
- CC Pro Basketball (6/61)
- CC All American Basketball (1/68)
- CC PopUp (10/64)
- Midway Bazooka (10/60)
- Midway Flying Turns (9/64)
- Midway Raceway (10/63)
- Midway Winner (12/63)
- Midway Mystery Score (8/65)
- Southland Speedway (6/63)
- Southland Time Trials (9/63)
- Williams Road Racer (5/62)
- Williams Hay Burner II (9/68)
- Williams Voice-O-Graph (62)
- Williams Mini Golf (10/64)
- Williams Hollywood Driving Range (4/68)

This Could Be the Start of Something Big



As reported in last week's Coin Machine News, a newly-organized marketing firm called Funtronics, Inc. has inaugurated a multi-game distribution program which will introduce a series of radio-operated amusement pieces, beginning with their "Pitching Horseshoes" shown on location above. Funtronics' principals Stanley Rayboy and Gilbert Wallach, currently setting up their dealer network across the nation, advise that the second item, called "Ping Pong," will be out early in June. The above photo taken at the Way Inn (Merrick, L. I. cocktail lounge) was one of the first spots to receive the Horseshoes. Proudly displaying the game's play-box are location owner Tom Lynch (left) and Funtronics' salesman Harry Green.

Rosen — 'Charge More . . .'

well, he will not refuse to throw a large denomination coin, if this is the only thing he has in his pocket. On the contrary, he will frequently hurl a handful of large denomination coins "because he wants to." People spend pocket change because they want to.

"The general psychology of prestige pricing has been studied at great depth and many examples are given in the text books. Frequently the physician or dentist who charges more for his services will have more patients. The patient's attitude in this case is usually "He's expensive, but he must be good." "Seller" pricing plays a decisive role in forming "buyer" value judgments. The usual attitude toward a doctor with low fees is "He can't be top notch because he charges too little."

"Similarly, an artist or sculptor will frequently find more potential buyers at a higher price than at a lower price level. Again, the buying public's attitude is "It's a little expensive, but it's a work of quality." Paying a little more may even give the customer greater satisfaction.

"A true and speedy appraisal of the value of goods and services is something beyond the scope or experience of most persons. In making a "buy" decision, the average individual may rely upon comparison shopping, on the advice of others, or on what appears to be obvious. With one-of-a-kind items, such as specialty arcade pieces and games, the value is truly 'in the eye of the beholder.'

"Operators should intelligently set prices high enough on some machines to give potential players a correct basis for their own value judgments. The responsive attitude of most players will be "If the location thinks the machine is good, then it must be good." New machines should be started off at a higher price through strategic placement, upgrading of surroundings, promotion and other actions. Proper "stage-setting" will allow the potential player's attitudes to work psychologically in the operator's favor.

"This brings us to the final group of reasons why it is necessary for operators to re-evaluate their pricing structure: Industry-wide technical and conceptual changes. Everyone has observed the rapid changes taking place in the coin machine industry. A whole new range of machines has been developed which incorporate new mechanical and electronic advances, as well as innovative audio-visual concepts. The arcades, game rooms

and locations are themselves swiftly changing in character. Luxury establishments are starting, as well as family fun centers and franchised game rooms. Wonderful new opportunities are opening up for operators.

"As a direct result of the changes taking place in the industry, the concept of "Charge more — earn more" is fast becoming a must. The key to raising prices is, of course, the new machines — those recently introduced and those planned for introduction in the near future. "Quarter-play" in the United States is already linked as a package deal with the new machines.

"While many good locations are constantly being developed, the exceptionally good locations are difficult to find. This is true in Japan and throughout the world. Further, many operators are simply not facing up to the massive changes now taking place. They are mistakenly "milking" excellent locations by keeping 3, 4, and 5 year old depreciated machines set at low prices-per-play in premium spots. As many progressive operators have found over the past 2 years, this course is very unwise.

"Alert operators in the U.S. have discovered that — despite the depreciation factor — older machines set at 10¢ are bringing in only a fraction of the amount being earned on the new machines, such as those from SEGA, that have been designed and engineered for 25¢ play. There is simply no comparison. The new machines set at 25¢ play are, in addition, helping to upgrade whole establishments and making possible an improved price structure.

"A few years ago no one thought that a higher price per play would result in anything else than far fewer plays and bankruptcy. Changing industry concepts and innovative games have now resulted in an entirely new situation and smart operators are proving to themselves that by charging more, they are earning more. Let us be realistic: we are not in business simply to provide a public service or be altruistic. We are in business to make a good and fair profit on our investment and hard work.

"With all the many reasons for "prestige pricing" that will allow us to "Charge more — earn more," there is one final reason why operators should ask for more on the new games: it works. All of the operators I know who have given "Charge more — earn more" a fair trial are now enthusiastic boosters. After you try it, you will be too.

Psst.

IT'S NOW

— it's our new complete coin machine list with biggest values and lowest prices ever . . . all machines clean and ready to go.

SEND FOR IT!

Exclusive Rowe AMI Distributor
Ea.Pa.-S. Jersey-Del.-Md.-D.C.

DAVID ROSEN inc

855 N. BROAD ST., PHILA., PA. 19123
Phone - 215 CEnter 2-2900

WANTED TO BUY

Will Pay Cash For
Bally Bingos. We Need
100 Of All Models From
'Bright Lights' to 'Zodiac'.

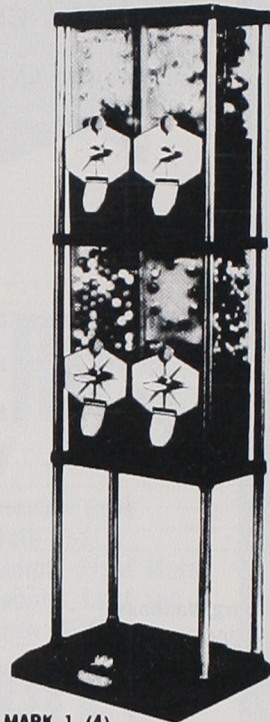
Please Call Collect
Or Send List

BALLY DISTRIBUTING CO.

390 E. 6th St. Reno, Nev. 89502 • (702) 373-6157

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

BUILT FOR BUSINESS!
MARK-BEAVER
Bulk-Vending Machines



MARK 1 (4)

Truly built for Business. A high profit "space-saver" — with Beaver advantages which mean longer life and greater profits. Also, coin mechanisms for two quarters and half-dollars, available. Parts for all model Beavers available.



Hermitage Music Co.
469 Chestnut St.
Nashville, Tenn.

Branch offices:

746 Galloway, Memphis, Tenn.
1631 1st Ave. N., Birmingham, Ala.

(Some Distributor areas available throughout the world)



Active's
THE CHOICE FOR
the Lowest
Prices
and
Best Equipment
ALWAYS

Exclusive Gottlieb, Rock-Ola, Fischer
and Chicago Coin Distributor for Eastern
Pennsylvania, South Jersey and Delaware.

ACTIVE Amusement Machines Co.
666 No. Broad Street, Phila. 30, Pa. POpIar 9-4495
1101 Pittston Ave., Scranton 5, Penna.

1969 COIN MACHINE DIRECTORY
TO THE PRESSES JUNE 23
TO THE TRADE JULY 1st

**SEGA PERISCOPES
BUY DIRECT**

from the only FACTORY AUTHORIZED distributor in Pa., N.J., D.C., Md. & Del. Only Banner has the parts inventory and experience to properly service the Sega Periscope. Just one week's Out-of-Order on this machine for want of parts can cost you a fortune, so don't gamble — insist on the FACTORY AUTHORIZED DISTRIBUTOR.

BANNER SPECIALTY CO.

1213 N. 5th St., Phila., Pa. 215-236-5000
1508 Fifth Ave., Pgh., Pa. 412-471-1373

POOL TABLES
with the
VELVET TOUCH



51 Progress St. Union, N.J.

GET SET FOR SUMMER

with

DAVIS QUALITY RECONDITIONED EQUIPMENT

LOOKS AND OPERATES LIKE NEW

Seeburg Phonographs

Electra.....	\$795.00
Fleetwood.....	795.00
LPC480.....	645.00
LPC-1.....	625.00

Wurlitzer Phonographs

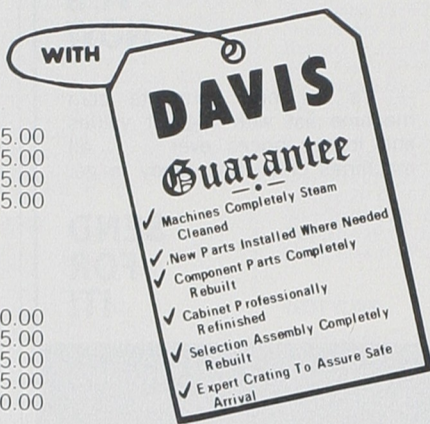
3000.....	\$650.00
2800.....	425.00
2600.....	275.00
2400.....	185.00
2300.....	150.00

Seeburg Wallboxes

3WA-200 or 160 sel.....	\$39.00
HD3WA-200 or 160 sel.....	49.00

Speakers

HFAS-1.....	\$19.95
HFCV3-8.....	19.95



WORLD EXPORT
DISTRIBUTING
Corp

Davis

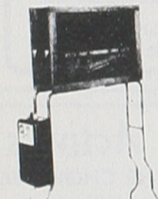
Exclusive Seeburg Distributors

738 ERIE BOULEVARD EAST
SYRACUSE, NEW YORK 13210
PHONE 475-1631
AREA CODE 315

ELECTRIC SCOREBOARDS . . . 2 Models

OVERHEAD MODEL

- (Natural finish hardwood cabinet)
- Two-faced. Scores 15-21 and/or 50 pts.
- Large metal coin box holds \$500 in dimes.
- "Game Over" light flashes on at end of game.
- Easily serviced.
- 10¢ 1-player or 2-player by simple plug switch-over.



ALSO NEW SIDE-MOUNT MODEL WALNUT FORMICA FINISH

F.O.B. Chicago **\$24950** F.O.B. Chicago **\$16950**

BILLIARD SUPPLIES

5 oz. Belgian Bumper Pool Balls, set of 10, \$9.00. Others \$5 up
2 1/4" 15 Belgian numbered and 2 3/4" Cue Balls. Set \$19.95
57" Cues—Str. \$2.95 ea. \$33 dz.
57" Jointed Cues \$7.50 up
Heath and A.B.T. Coin Chutes. Complete line. Write for new list.

Terms: 1/3 dep., Bal. C.O.D. or S.D.

MARVEL Mfg. Company

2849 W. Fullerton Chicago, Ill. 60647
Phone 342-2424

Proven Profit Maker!

CHICAGO COIN'S NEW 2-PLAYER YANKEE BASEBALL



- HOME RUN RAMPS
 - REALISTIC BASE RUNNING IN LIGHTS
 - CANCEL "OUT" FEATURE
 - PITCHER CONTROL
 - ADJUSTABLE SPECIAL BASEBALL FEATURE
- 10¢-25¢ COIN CHUTES

ALSO IN PRODUCTION:
DRIVE MASTER
GALAXY • CHAMPAGNE
HOCKY CHAMP

CHICAGO COIN MACHINE DIV.
CHICAGO DYNAMIC INDUSTRIES, INC.

1725 W. DIVERSEY BLVD. CHICAGO, ILLINOIS 60614

Mrs. of PROVEN PROFIT MAKERS Since 1931



Round The Route

HOUSTON HAPPENINGS

Ralph D. Cragan, Wurlitzer regional sales manager, established headquarters at Gulf Coast Distributing Co. (Houston and San Antonio) week of May 12 — 17 while he business-toured State of Texas territory. Host of out of town people shopping for Seeburg operating equipment during forenoon of last Friday at H. A. Franz & Co. included: Mrs. and Op. Dick Arnold, Port Arthur; Melvin Blum, Bay City; Raymond Ficks, Bryan; Byron Everetts and Henry Mattes, Galveston. Numerous others we failed to contact. Tear Drop Records and Houston Action Record Distributors, interlocking firms, have moved from 3804-06 Irvington St. to 9321 Irvington. The combine, specialist in spanish language music, now has one address but separate telephone numbers. Extra well known N. L. baseball pitcher, Dick (Turk) Farrell apparently is doing nearly as well this season as relief chucker for Philadelphia Phillies as he did past two off seasons in employ of Gulf Coast Distributing as promoter for Wurlitzer products over Texas. Got his first win some weeks ago over former team mates, Houston Astros.

No drop in sales reported from Houston office, Allied Recorded Sound, Inc. That corporation is generally regarded as outstanding tape wholesalers in Southwest trade area. Mentioned in Dec., 1939 issue of "Coin Machine Review" were local coinmen, prominent then and still active in the industry. One was a picture of op. Sam Ayo, then vice president of Associated Phonograph Operators of Harris County and Jack Renfro with a pair of fine buck deer they had killed on opening day of Texas deer season. Ayo now is active with Bluebonnet Music & Cigarette Service, owned by K. T. Park. Renfro, who died a few years ago, was a leading South Texas business man and prominent in statewide coinmatics during late thirties and early forties. Another, subject of a news story, was L. R. Gardner, then head of Houston Office, A.M.I. Wall Box Sales Co. Gardner is now owner of Gardner Sales Corporation with extensive music and games operations in Houston. Also, in same issue, picture of Lawrence Welk with his accordion, showing sample plug for "Lawrence Welk's Orchestra" promoted cooperatively with Welk by Kemo Novelty Co., Wurlitzer distributor in Wisconsin. Welk in those days reportedly was working hard just to stay in the game.

EASTERN FLASHES

ACTION IN AMITY HARBOUR — Last Tuesday's gathering of operators at the Harbour Light Restaurant on Long Island's South Shore to see Vic VanDerLeenden and Billy Kobler's brand new juke box, game and cigarette machine decorator process was one of the biggest groups of the Island's tradesmen we've seen since last year's 8-ball tournament. The Montauk Vending execs, along with their able staff members, put out a lavish buffet (and a well stocked bar) to put ops in the proper mood. The "flocking" process was very well received and ops agreed it did give new life to old equipment. See details on process and meeting elsewhere in section. Also at the event were Funtronics' president Stan Rayboy and salesman Harry Green demonstrating their 'Pitching Horseshoes' game. Stan, busy with interested operators, told us that Montauk Vending and Funtronics are considering some marketing deal where Montauk would exploit the equipment in Nassau and Suffolk. These guys really move along!

ON THE ROAD — The Brady Distributing Company of this city, and one of Wurlitzer's major distributors, recently hosted a series of eight service

seminars within its territory. C. Brady, president of the distributing company, spearheaded the series seminars, with J. H. Wilburn, vice president and Blair Norris, manager.

Hank Peteet, field service representative for Wurlitzer, conducted the series of eight one-stop service seminars throughout North Carolina. Peteet used the same syllabus for all classes. The Wurlitzer Americana III functioned a working model with the classes studying the following phases of the plinograph: Mechanical operation of chassis; Electrical Circuit, including Schematic Reading; the Sound System; Remote Equipment, Trou Shooting and the Review of all Phases.

The first Wurlitzer service seminar was conducted in Charlotte at the Brady Distributing Company headquarters. Student-technicians who were attendance included: Charles Smith, Charles Millsap, J. V. Bradely, F. Sharpe, Lanny Stewart, George Farrell, Blair Norris, Jon Brady, S. Frazier, Bill Rayfield, Robert N. Atin, Maurice Dabney, Hamp Jones & C. E. Dickerson.

The second Wurlitzer service seminar conducted by Peteet was held Fayetteville with these men attending: Jimmy Herndon and Slim Matthe of Fayetteville Music Company; J. D. Kinlaw, George Kinlaw, Frank Coker, Rayford Hardison, S. Bowles; Bill McLean of Tar Heel Vending Company. From S & F Amusement Company came David Smith, Cecil Fish, John Cameron, James Beasley, West and Milton Anderson, Neil Bob Crenshaw, Ronald Turner and D. Heath attended for Raleigh Music Company of Raleigh, N.C.

The third Wurlitzer service seminar was held in Jacksonville. Those vicemen who were there included Norman and Jim Bostic of Jacksonville Music Company; William Sut and Dickie Killinger from Massena Music Company of Kinston, N.C.

Greenville was the scene of fourth Wurlitzer service seminar conducted by Peteet. Those present were J. P. Stencil, Milton Brooks of Tarkard Music Company; Rick Smith of Modern Music Company; Claude Griffin Music Company; Archie wards, Ed Bryant, Bob Blanton, Larry Rogers of Carolina Music Company; Jimmy Thorpe and Carson were there for Thorpe Music Company while R. L. and A. G. Jolly, Shi Spencer, Duville Cuttrell, Sam B. ton and Basil O'Neal attended for Radio & TV Service. Bobby Br was there for Idle Hour Music Company.

The service-technicians gathered in Charlotte, N. Carolina for the Wurlitzer service seminar. Representing Eller Vending, Inc. were Ben Eller, Graydon Herman, Me Sebastian and Jerry Davis. Cecil Cloninger, Charles E. Barlow, Charles Cloniger were there for Record Shack. Milton Hobbs was there for Southern Automatic Music; S. Honeycutt and Fred S. Britt of S. Britt; Bob Weaver, Walt Pritzel and Paul Harvey of J. M. Br Amusement Company. Carson Be of B & C Amusement Company Eugene Crowe of Ideal Music Company. Harley Prince and David B represented Lawter Music Company while Theodore and William T. vaos were there from the Owl Music Company.

Thirteen operators were represented at Greenboro, N. Carolina when sixth Wurlitzer service seminar held. On hand were Lynn Loy, Ayers, Jr., Fred E. Ayers, W. W. win, Norman Rosenthal and R. Bean, all of Fred Ayers Music Company of Greensboro, N. C.; J. Mettrey and Pat Crowley of Coi Amusement Company, Raleigh, I. Bob Beasley and Eric Buchanan attended for B B & L Vending, Point, N.C., while Lenville M. Larry Hill and John Knight were there for Dick Sale Novelty Company, ston Salem, N.C.



CashBox Round The Route

CHICAGO CHATTER

The Iowa Illinois Operators Group wasted no time in setting up their second 8-ball pool tournament. Event gets underway September 1. **Bob Johnson** (Atlas Music Co.), who did such a fine job the first time around, was appointed tournament manager.

Rock-Ola Mfg. Corp.'s **George Incker** is back at his desk after attending the Vending Convention in Asheville, North Carolina — which was successful but wet, meaning they had full days of rain! Firm displayed its current canned venders line at the show.

Rock-Ola's field service engineer **Bill Findlay** conducted a weeklong series of service schools (9-23) on phonographs, canned venders, etc. All sessions were held on the Rock-Ola premises.

World Wide Dist.'s **Howie Freer** is knee deep work on current sales promotion activities. Distributor **John Neville** is busy making rounds between here and the Tri-Cities; **Art Wood's** covering the river towns of Iowa and **Tom Wigdon** will be taking to the road next week.

At the huge Bally Mfg. Corp. complex, all hands are concentrating on finishing up the last of the backlog of orders on the firm's "Op Pop Pop," which has been so very successful! Bally will shortly have a new item in the works — so watch for it!

Bob Breither, Seeger's veepee of vending sales; and **Pat Cockrell** of Cockrell's Coffee Service, played hosts to some visitors from Japan recently, who represented The Japan Vending Service and The Fuji Kaden Co. A tour of the Cockrell facilities and a briefing of the entire operation was arranged for the visitors.

Got the word from **Mort Secore** of Chicago Dynamic Industries that the factory's "Drive Master" and "Yankee Baseball" are continuing their winning ways in the trade! Both are enjoying wide acceptance!

"College Queens" is the big item at D. Gottlieb & Co. 4-player that's generated a great deal of excitement, says **Alvin Gottlieb**. Firm's stepping up production to meet the demand.

Called the busy remises of Atlas Music Co. and natted briefly with **Joe Kline**. Joe tells us the distrib is planning another service school on the Rowe AMI Music Miracle" phonograph for early in June. Invitations are being prepared and exact date will be announced shortly. Joe's hopeful this session will be as successful as the first one, a couple of months back.

Lots of activity at Williams Electronics Inc. The emphasis these days on "Suspense," "Fast Ball" and "Gamma!"

Speaking of public relations: IAAP made mention, in its latest newsletter to members, of the recent visit by **Jackie Kennedy** (massis, son **John**, et al, to Palisades (N. J.) Amusement Park — which received nationwide coverage! Item points out the fact that park owner **Irving Rosenthal** and his publicist **Al Abrams**, were alert enough to see the p.r. advantages of such a happening, and photograph and report it accordingly!

Increased activity in pool supplies and accessories, electronic scoreboards, etc., is reported at Marvel Mfg. Co. All hands are busy as ever! Prexy **Ted Rubey** has been in and out of the office quite a bit this week, in the absence of his very able assistant **Pete Green**, who's due back on Monday. We express our condolences to Pete on the death of his mother.

Orma Johnson Mohr's husband, **Leo**, who owns the "Bring 'Er Inn" in Milan, Ill., is pleased that the Iowa Illinois Operators Group consider his spot "the place" for their meetings! Orma is on the Committee of Four who'll be making all the arrangements for the group's second 8-ball pool tournament this Fall!

CALIFORNIA CLIPPINGS

Big **Bob Portale** all enthused at large attendance by his operator customers at recent Rock-Ola service class which gave the lads all the in's and out's on what makes that factory's excellent line of music machines hum along **Bill Findlay** came out to Pico from the Chicago factory to conduct the class, which was quite dramatically presented via use of slide presentation. See details on event elsewhere in section.

Johnny Weiss at the American Shuffleboard branch office on N. Western Ave. says operators are raving about their new drop chute coin mech on the Classic coin-table line. Although it's an optional feature, **Johnny** says it's very much in demand. Amusement operators also like American's Shuffle 88 coin game, he says.

A.C.A. chief **Hank Leyser** back from worldwide tour on behalf of the NSM phonograph line, reportedly readying big announcement to the trade concerning new and exciting venture. Story should break next week.

Northwest Sales Co., Wurlitzer distributes from Washington and Oregon, are not only very large movers of Wurlitzer Music equipment but we just learn are among the nation's biggest sellers of Fischer Mfg. coin tables. Good lines, both.

Nutting Associates president **Bill Nutting** and sales exec **Howard Bartley** both off to New York City last week on very interesting deal. Hush, hush, now but we hope something big will come of it.

Buddy Lurie at the Struve office looking for very big sales on Williams' brand new "Suspense" two-player flipper (or should we say flippers; it's got four!). This new pintable presents really something new in looks from the traditional Williams game. Looks great on the Struve showroom floor as it certainly will on hundreds of amusement locations.

Cointronics sales exec **Bill Collins** info's production line is on a definite non-stop basis at the plant on new electronic Ball/Walk game. Great fun, it is too! See you.

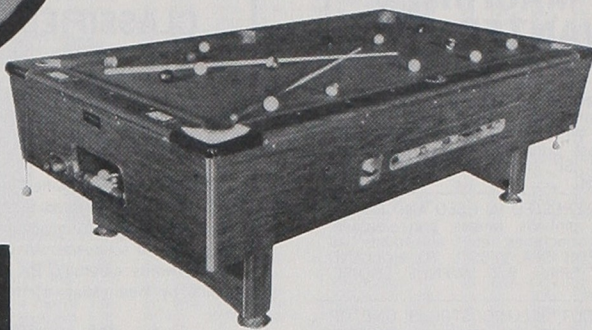
MILWAUKEE MENTIONS

The Milwaukee Coin Machine Association resumed its regular schedule of monthly meetings on May 6. The association will meet, in general membership sessions (rather than strictly Board meetings as in the past), on the first Tuesday of each month. **Prexy Sam Hastings** is urging all operators, both members and non-members, to attend! Uppermost on the association's current agenda is a massive membership drive! Next meeting will be held on June 3 at The Chateau in West Ellis, Wisconsin.

The staff of WEMP-radio will take the diamond once again this year for a series of softball games against ad agencies and other broadcasting stations in the area. Interested parties may contact the station for season tickets!

Congratulations to Mr. and Mrs. **Roger Zaug** of Zaug, Inc. (Appleton, Wisconsin) on their 35th wedding anniversary! Roger, we understand, goes back many many years in the coin machine industry and is one of the true pioneer operators in the state of Wisconsin!

Had a stroke of luck last week when we called the Pierce Music premises in Brodhead and found **Clint Pierce** in his office! Enjoyed a nice chat and learned that the Wisconsin State association is planning a meeting for sometime in July. Exact date, to be decided upon, will be announced later. Clint is also very much involved in the upcoming Dairy Day festivities to be held in Green County (Brodhead) on June 21! Understand this will be quite an event!



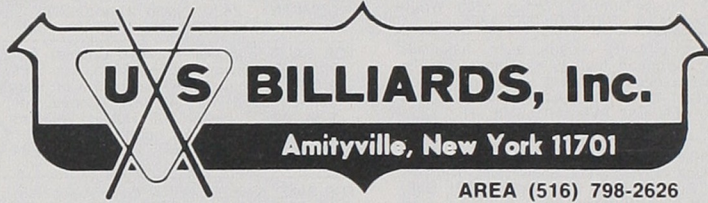
"PRO" SERIES

WALNUT

- PRO-1 78x46
- PRO-2 86x50
- PRO-3 93x53
- PRO-4 103x58
- Genuine Solid Slate Bed
- Tamper Proof Meter
- Cabinet, Legs and Rails of Mica

POOL TABLES

by



Amityville, New York 11701

AREA (516) 798-2626



Williams

TWO PLAYER FLIPPER GAME

Suspense



Adjustable
3 or 5 ball play,
convertible to
Add-a-Ball Model



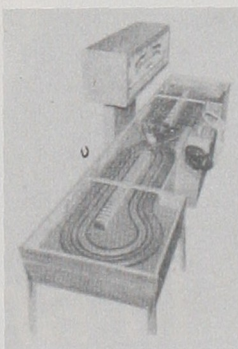
Also Delivering "GAMMA" & "FASTBALL"



Williams

ELECTRONICS, INC.

3401 NORTH CALIFORNIA AVENUE CHICAGO, ILLINOIS 60618 CABLE ADDRESS WILCOIN CHICAGO AVAILABLE FOR IMMEDIATE DELIVERY THROUGH YOUR WILLIAMS DISTRIBUTOR



AMERICAN SPEEDWAY!
FACTORY CLOSEOUT \$895.00
To Bonafide Operators Only
Brand New! Original Factory Crates
WILL ACCEPT TRADES!
Original Price Was \$1,695.00
SEGA MISSILE

AMF American Speedway

ACCEPTING ORDERS FOR JUNE DELIVERY

CLEVELAND COIN INTERNATIONAL

2029 PROSPECT AVE.

PHONE: (216) 861-6715

CLEVELAND, OHIO 44115

CABLE: CLECOIN

CLASSIFIED ADVERTISING SECTION

COIN MACHINES WANTED

WANT: 16MM & 8MM films, audio video machines, shuffleboards, shuffleboard scoring units, personal music equipment. Write stating make, model, condition and best cash price. St. Thomas Coin Sales 669 Talbot Street, St. Thomas, Ontario, Canada, Area 519-631-9550.

WE ARE ALWAYS INTERESTED IN USED AND BRAND NEW phonographs, pinballs, bingos, guns, arcade, kiddie rides, slot machines, etc., all makes, all models. QUOTE FOB SEA VESSEL TO HOLLAND BELGIE EUROPE, SPRL., 276 AVENUE LOUISE, BRUSSELS.

WANTED TO BUY OUT SELLING STOCKS ONE OR two years old Jennings slot machines, Wurlitzer juke boxes and Pinball games two or four players, make an offer to AUTOMATTJANST N STORGATAN 19 BJUV, SWEDEN.

COIN MACHINES FOR SALE

FOR SALE: BALLY BINGOS & BALLY SLOTS. ALSO for sale, Jennings, Mills, Pace slots and Uprights, Consoles. WANTED TO BUY: Uprights & Bingos. BALLY DISTRIBUTING CO., P. O. 7457, RENO, NEVADA. PHONE: 702-323-6157.

FOR SALE: 35 new and used Keeney Twin Dragon Uprights and some New Black Dragons, also 50 Bally Grand Stands and Kentuckys. Will buy Roulette Wheel and American Shuffleboards. SASKATCHEWAN COIN MACHINE CO., 1025 104th St., NORTH BATTLEFORD SASKATCHEWAN, CANADA. PHONE 445-2989 - AREA CODE 306.

BINGOS—BOUNTY, GOLDEN GATES, SILVER SAILS, BORDER BEAUTYS follies, bergeres, SHOOT-A-LINES, ZODIAC, etc. ROCKOLA 1493 Princess Recond \$300, Capri 404 \$335, Rhapsody 408 \$365, Princess Royal \$435, SEEBURG 222 \$285, AY 160 \$335, DS 160 \$460, DS 100 \$415, AMI K-200 \$250, Crosse-Dunham & Co., 225 Wright Avenue "F" Gretna, La., 70053 Tel. 367-4365.

SALE: Jukeboxes, pinballs, arcade, guns, baseballs, kiddie rides, European football machines. For Export: Uprights, bingos, consoles, slots and punchboards. Contact: MYRON SUGERMAN INTERNATIONAL, 140 CENTRAL AVE., HILLSIDE, N.J. (201) 923-6430.

FOR SALE: Gottlieb Super Score (2pl), Mayfair (2pl), Crosstown, King of Diamonds, Show Boat, Williams, 8 Ball (2pl), Apollo, Magic City, Alpine Club, Bally, Bazaar, Grand Tour, Wurlitzer 3010.3, 2910.4, Rock Ola 424, 1475, 1478. Write: D & L COIN MACH CO 414 KELKER ST., HARRISBURG, PA 17105.

LATE MODELS SEEBURG AND ROCKOLA Phonograph at lowest prices. DAVE STERN, SEACOAST DISTRIBUTORS, 1200 NORTH AVENUE, ELIZABETH, N.J.

USED WURLITZER PHONOGRAPHS, all 200 models, from 2700 up. Special Quantity prices for wholesalers and exporters. CALL OR WRITE: UNITED DISTRIBUTORS, INC., 902 W. SECOND STREET, WICHITA, KANSAS, 67203.

FOR SALE: MODEL 14 AUTO PHOTO, EXCELLENT CONDITION. Call or write: New in original cartons. Hollywood Driving Range, 15 ball golf game. Close-out \$295 each. Cleveland Coin International, 2025 Prospect Ave., Cleve., Ohio. Phone: (216) 861-6715.

CLASSIFIED AD RATE 20 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$5.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

NOTICE — \$72 Classified Advertisers (Outside USA add \$52 to your present subscription price). You are entitled to a classified ad of 40 words in each week's issue for a period of One Full Year, 52 consecutive weeks. You are allowed to change your Classified Ad each week if you so desire. All words over 40 will be billed at the rate of 20¢ per word. Please count words carefully. Be sure your Classified Ad is sent to reach New York publication office by Wednesday, 12 noon, of preceding week to appear in the following week's issue.

Classified Ads Close WEDNESDAY

Send all copy to: CASH BOX, 1780 Broadway, N.Y., N.Y. 10019

For Sale: Ami-N; Seeburg LPCI; Wurlitzer 2500; and a variety of Ball Bowlers. Call or write: BIRD MUSIC DISTRIBUTORS, 124-126 Poyntz Ave., Manhattan, Kansas 66502 (913) 778-5229.

30 BINGOS, 20 TURF KINGS (TO BE SOLD IN VIRGINIA ONLY) 25 Novelties, 4 Guns, 4 Shuffles, 3 Baseballs, Lord's Prayer. Call or write: E.L. SIMMONS, DANVILLE AMUSEMENT CO., 620 WESTOVER DR., DANVILLE, VA. Phone: 792-5044.

POOL TABLES—Large selection of all makes and models available. Completely reconditioned or in "as is" condition for immediate shipment at very attractive prices. Also large selections of pin games, shuffles, guns and music—Phone or write: EASTERN NOVELTY DISTRIBUTORS, INC., 3726 TONNELE AVENUE, NORTH BERGEN, NEW JERSEY, 07047 (201) 864-2424.

FOR EXPORT: Late games, Phonos, Vending. Write for our latest listing: ADVANCE DISTRIBUTING COMPANY, 2820 North Grand Blvd., St. Louis, Missouri 63107 (314) 652-1600.

FOR SALE: 2 Player Preview, Gottlieb \$125 ea.; 1 Player Ice Revue, Gottlieb \$175 ea.; 1 Player Bank A Ball, Gottlieb \$170 ea.; 4 Player Happy Clown, Gottlieb \$175 ea.; 4 Player Dodge City, Gottlieb \$291 ea.; 1 Player Full House, Williams \$179.50 ea. All equipment A-1 condition. Send 1/3 deposit. CENTRAL MUSIC CO., P. O. Box 284, Killeen, Texas 76541.

FOR SALE: New Socko's — better built than imported soccer games. \$425.00. Western Distributors, 1226 SW 16th, Portland Oregon.

FOR SALE: RECONDITIONED BARGAINS: Bally Star Jet (2 pl) \$145; Wild Wheels (2 pl) \$245; Surfer (1 pl) \$295; Lucky Shuffle 8 1/2" \$95; Gottlieb Dancing Lady (4 pl) \$295; Mayfair (2 pl) \$295; United Shuffles 8 1/2" 3 Way \$95; 5 Way \$145; Gypsy \$195; Stardust \$195; Action \$245; Mickey Anderson Amusement Company, 314 East 11th St., Erie, Pa. 16503 Phone (814) 452-3207.

TWO BIG WINNERS FROM MUNVES: Soccer game with unbreakable glass top and exclusive ball release mechanism, available with 10, 20 or 25 cent chute, \$295.00. "El Toro" grip test, \$259.50. Both are mechanical and trouble free. Mike Munves Corp. 577 10 Ave, NYC 10036, Phone 212 BR 9-6677.

SEEBURG CONSOLE PHONOGRAPHS — LPC1's \$595.00, LPC480's \$695.00, Electras \$795.00, LS1 Spectras \$1095.00. Expertly reconditioned Williams Aqua Gun \$525.00, Shangri La \$475.00, Ball Park \$485.00, Gottlieb Cross Town \$335.00, Happy Clown \$260.00, Bally Caperville \$485.00, Wiggler \$510.00, Operators Sales, Inc., 4122 Washington Ave., New Orleans, La., 822-2370 (504).

FOR SALE: PANORAMS—12 RCA 16mm Fully Equip. \$600.00 ea. B&W Film used special — \$8.00. Approx. 400 ft. rolls color film, used special — \$25.00, approx. 400 ft. rolls. Beautiful Girls, All Money Makers Large Selection R RICHTER, 1063 MARKET ST., SAN FRANCISCO, CALIF. 94103.

NEVADA FRUIT (SLOT) MACHINE PRESENTS THE NEW RAVEN ELECTRONICS' solid-state line of fruit (slot) machines, Keno and Mini-Bingos. Write for more information. 165 Bingos — All Models — Mills, and Jennings — parts. Write or call anytime: NEVADA FRUIT MACHINE CO., P.O. BOX 5734, RENO, NEV. 89503 (702) 329-3932.

FOR SALE: Cobra s/a — \$450. Altair s/a — \$550. MOHAWK SKILL GAMES CO. 67 Swaggertown Road, Scotia, NY 12302.

FOR SALE: Dodge City \$265, Paul Bunyans \$425, Four Seasons \$475, Spin A Cards \$390, Super Scores \$335, Bonanzas \$150, Dancing Ladies \$325, Oh Boys \$100, A Go Gos \$335, Major Leagues \$145, Dixielands \$325, Mini Soccer \$300, Monster Guns \$225, Little Leagues \$165. Also large stock of bingos, New Orleans Novelty Company, 1055 Dryades Street, New Orleans, Louisiana, 70113. Tel. (504) 529-7321. CABLE: NONOVCO.

ACTIVE AND REWARDING PRIVATELY OWNED Phonograph business in Eastern area of Montreal, Quebec. All equipment on location about 200 customers. Write to: REAL PHONOGRAPH AMUSEMENT INC. BOX 280, MARIEVILLE, QUEBEC, CANADA.

FOR SALE: Greenwald & National (ABT) 10¢ and 5¢ Coin Chutes. OEM Quantities Available. Send Bid. COINTRONICS, 2560 Wyandotte, Mountain View, Calif. 94040. 415-969-0280.

BINGOS FOR EXPORT: Big Wheels, Zodiacs, Orions, Border Beauty's, also bingos from Carnivals to Bountys in large quantities. Cash payouts. Winter Books, and slots. D. & P. Music 27 E. Philadelphia St., York, Pa.

BINGOS AND 6 CARD GAMES AVAILABLE INCLUDING Silver Sails and Golden Gates. These games are shopped! Call Wassick Novelty at (304) 292-3791 Morgantown, W. Va.

FOR SALE: Bally World Cup Soccer games A-1 condition — Price — \$250.00. B.D. Lazar Company, 1635 Fifth Avenue, Pittsburgh, Pa., Tel. 471-7818.

HUMOR

35,000 PROFESSIONAL COMEDY LINES! Forty speakers' joke books plus Current Comedy, a topical humorous service period. Catalog free. Sample selection, \$5. John Rain Associates, Inc., 232 Madison Avenue, New York City 10016.

DEEJAYS! "1969 DEEJAY DIGEST" \$2.00 — Buy one, get one free! Be funnier this year. Jocks worldwide use our service. Only gag service exclusively for turntable talkers. Clean, topical. Stamp brings lists, gags, prompts unlimited. wmorris, 7047 Franklin, Hollywood 28, California.

DEEJAYS! 11,000 hilarious classified one-liners, \$10. Or send \$15 for above plus 7,500 additional "Clever Remarks!" Unconditionally guaranteed. You must be delighted or we'll refund your money. Comedy catalog free on request. Edmund Orrin, Boyer Road, Mariposa, Calif. 95338.

RECORDS-MUSIC

We Can't produce all the Country Records, So we just make the best of it. Old time Country & Blue Grass — New Record Albums — Free Circular. Write UNCLE JIM O'NEAL, DEPT. C — BOX A — ARCADIA, CALIFORNIA 91006.

WANT: RECORDS, 45's and LP's Surplus returns, overstock, cut-outs, etc. Call or write: HARRY WARRINER AT KNICKERBOCKER MUSIC CO., 453 McLean Ave., Yonkers, New York 10705, GR 6-7778.

45 RPM RECORDS, NEW, NO QUANTITY TOO LARGE or small. Highest prices paid. Write stating quantity on hand: TONY GALGANO DIST. CO. 4135 W. ARMITAGE, CHICAGO 39, ILL. (Tel. Dickens 2-7060).

USED 45 RPM RECORDS, ALL TYPES AS THEY RUN right off the route. No sorting or picking. We pay freight from anywhere in USA. Standing order available for regular shippers. JALEN AMUSEMENT CO., 1215 S. HOWARD STREET — BALTIMORE, MD 21230.

RECORDS FROM YUGOSLAVIA — Jugoton and RTB Singles, EP's and LP's. Folk, popular, classical. Today's top artists. Full color jackets, Stereo mono LP's. Titles in both English and Yugoslav. Write to prices, catalogs, FOLK MUSIC INTERNATIONAL, 56-40 187 St., Flushing, New York 11365.

SELLING 45's — LP's — RETAIL & WHOLESALE. Send for free catalog of old rare records. U.S. Foreign dealers, One Stops, welcomed. New records \$6.00 per hundred, \$55.00 per thousand. Want 45's, LP's surplus, overstock, cutouts. KAP INTERNATIONAL, Box 74, Brooklyn, N.Y. 1123 (212) 253-5916-7.

WANT: RECORDS, 45's, USED OR NEW ALSO L. stocks — any quantity. Will buy on steady basis. BEACON RECORD DISTRIBUTORS, 725 BRANC AVENUE, PROVIDENCE, R. I. 02904. PHONI 401-351-6700.

ATTENTION SONG WRITERS: WE CAN ARRANGE AN produce your Songs, Demos and Masters produced. Send \$1.00 for sample Record. Chime Record and Production Co., 223 Jerusalem Ave., Hemi stead, L.I. N.Y. 11550 Tele. (516) 486-4767.

HARD-TO-FIND SINGLES FOR PROBLEM location. Over 10,000 titles in stock at all times. Complete list 50¢ (refunded first order). HOUSE OF RECORDS, P. O. Box 22, SANTA MONICA, CALIF. 9040.

COIN MACHINE SERVICES

ACE LOCKS KEYS ALIKE. SEND LOCKS AND KEY you want them mastered to \$1.00 each. 10% lots of 50 or more. RANDEL LOCK SERVICE 61 ROCKAWAY AVENUE, VALLEY STREAM, N. 11580. TEL: 516-VA 5-6216. Our 35th year in vending.

IF IT'S PANORAM PARTS YOU WANT PHIL GOULI HAS 'EM. All types of films for Panoram Peel. PHIL GOULD — 224 MARKET ST — NEWARK, N. J. 201 Market 4-3297.

MAILING LIST 15,132 Coin Machine Operators in U.S. and Canada, \$450.00. Coded to show the type machines operated. Guaranteed 100% accurate. Write for list by states. L. W. Whipple, P.O. Box 12, Matthews, North Carolina 28105. Phone (704) 847-9474.

EXCLUSIVE: Parts for Ski 'N Skore, Grand Prix a Dymo Du Kane Tag It Label vendor, now available. Introductory offer. New Tag It with stand and of tape — \$139.50. Call or write: November Corporation, 1351 W. Grand Ave., Chicago, Ill. 606 (312) 733-2988.

EMPLOYMENT SERVICE

MUSIC AND AMUSEMENT MECHANICS WANTED: Vaid with relocating. Salary commensurate with ability. Time and a half for over forty hour week. Equal fringe benefits plus vehicle. Contact: Amy A-Mat Corporation, 123 E. Luzerne Street, P. Penna. 19124. Phone (215) DA 9-5700.

WANTED: Music, Games and Vending Mechanic. Shop and route work. Must be dependable, honest and sober. Only hand tools required. Write or Jim Stansfield Novelty Co., Box 166, La Crosse, 54601. Phone 608-782-7181.

BINGO MECHANICS WANTED: Legal territory of vada, 5 day, 40 hour work week. MUST have Bingo experience. State age, references, past performance. Send photo if possible. Write or ph UNITED COIN MACHINE CO., 2621 South High, Las Vegas, Nevada. Phone (702) 735-5000.

WANT MUSIC AND GAME MECHANICS. TOP SAL. MUST be very good. Will help relocating. \$6,000 to \$10,000 per year, depending upon city. Write full particulars to Box 7688, Station Columbus, Ohio.

WANTED: EASTERN AND MIDWESTERN REGIONAL SALES MANAGERS AUDIO MAGNETIC TAPE. A large internationally known corporation has openings for New York and Midwest Regional Sales Managers. A solid working knowledge of audio magnetic tape market necessary both the industrial and retail levels. Candidates actively sell as well as supervise reps in balance territory. Requires some travel. Since these are positions candidates can pretty well run their shows. Results are what counts! This is an excellent opportunity to become part of one of the fastest growing companies in the business. We offer a incentive program and cover normal business expenses. Send resume in confidence to P. O. B.G. Irvine, Calif. 92664, attention Director and Marketing, Audio Tape Division.

HEY, MR. ROUTE MAN — Are you interested in position with the fastest growing coin machine firm in the Midwest? If you have "Joe Namath" quality a desire to earn top money — then you're our man. Send resume to Box #841, c/o CASH BOX, B'way, NY, NY 10019.

CLASSIFIED POWER!

CLASSIFIED AD RATE 20 CENTS PER WORD

Got machines to sell? Is there something you're looking to buy? Maybe you'd like to move some used 45's or need a route mechanic? For every coin machine need, use the Cash Box Classified.

Type Or Print Your Ad Message Here:

Classified Ads Close WEDNESDAY

Send all copy to: CASH BOX, 1780 Broadway, New York, N.Y. 10019


128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	------

Wurlitzer Americana III

Between the 200 selection, 160 selection and 100 selection AMERICANA III models there is a WURLITZER that will suit any location, make any location owner happy, make any Wurlitzer operator money.

What more can you ask?
Except maybe this.

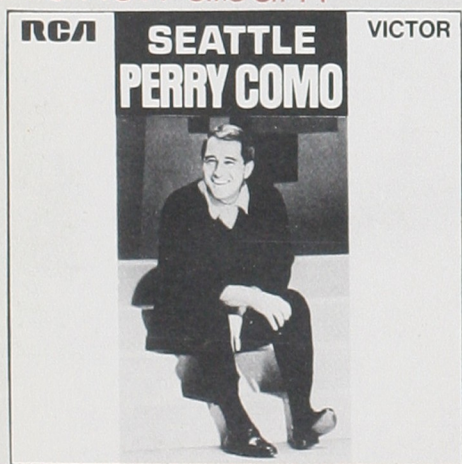
Why don't I modernize my route by Wurlitzerizing it NOW?



THE WURLITZER COMPANY
 114 Years Of Musical Experience
 NORTH TONAWANDA, N.Y. Investment for Music Operators

Como put
"Seattle"
on the
charts.
Now he
puts it
on an
album.

His new album -



LSP-4183

His big single -
"Seattle" C/w
"Sunshine Wine" 47-9722

RCA

